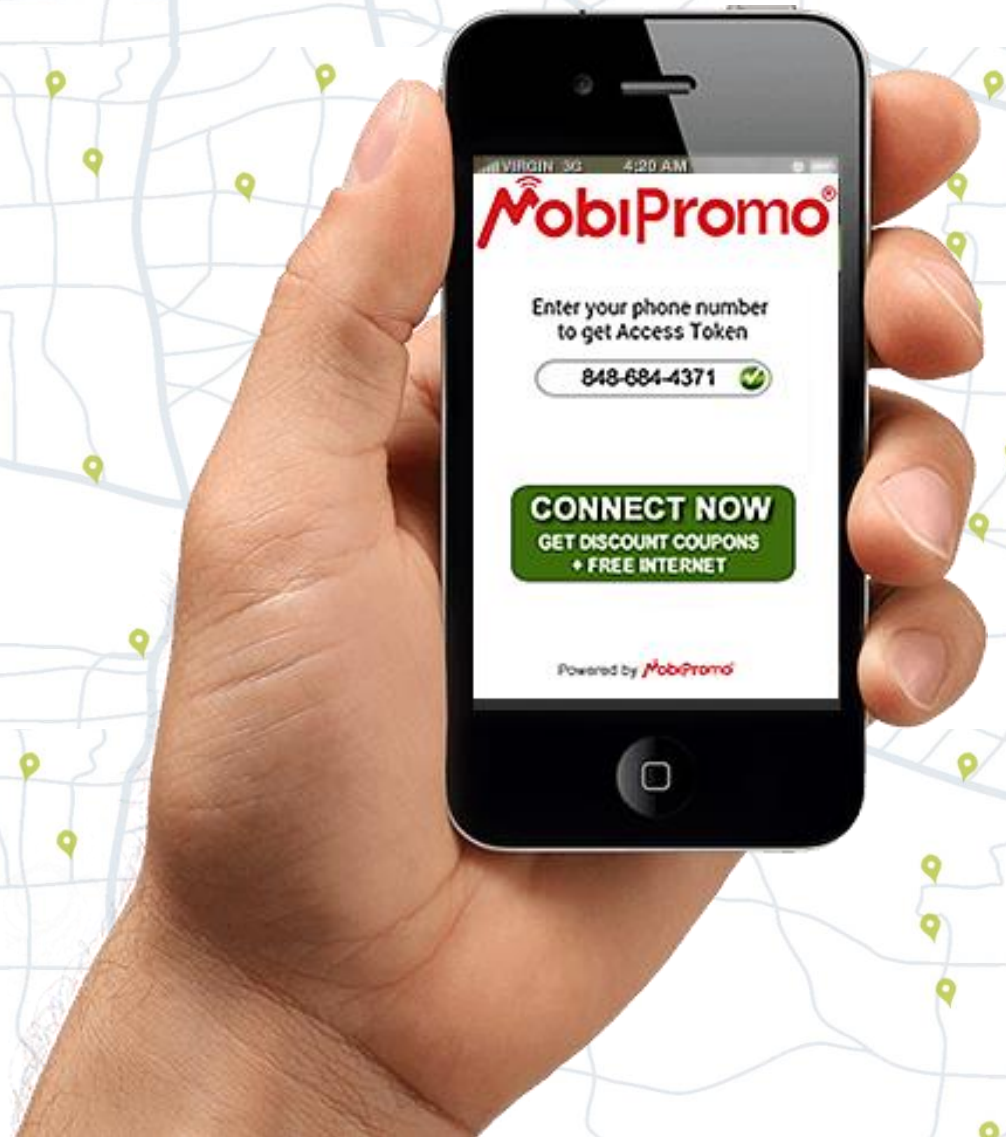
Network Administration User Manual V.3.0



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Revisions – July 2013

MobiPromo Platform Version 3 contains many upgraded features over Versions 1 & 2

Version 3 Introduces:

1. New - Platform Overview with more system information available at a glance.
2. New - Merchants Deal status reporting.
3. New - Merchants pending approval report.
4. New - Merchants payment status reporting.
5. New - Merchants with free trial status report.
6. New - Merchants with expired accounts report.
7. New - Configurable website footer text.
8. New - Configurable Fiscal Year setting.
9. Upgraded - Coupon Verification system.
10. New - SMS service settings.
11. New - Configurable background color and the ability to use a Header background image.
12. Upgraded - Display flag for Deals that are New.
13. Upgraded - Display flag for Deals that are Popular.
14. New – Display flag for Expiring Deals.
15. New - Configurable system email and SMS templates with available Constants.
16. Upgraded - Device verification security.
17. Revised Banner Zone positioning for Web Interface.
18. New – Banner Priority Weighting System
19. New – Mobile Banner Timing & Frequency System
20. New - Merchant Pricing Package system with auto-calculated summary.
21. New - Members overview and technical details section.
22. New - Merchant auto-activate and payment reporting system.
23. Upgraded - Campaign/Business reporting.
24. New - Category/Keyword Reporting.
25. New - Deal Predictive Analysis Reporting.
26. New - System Revenue Report.
27. New – Member Details Section.
28. New – Merchant Payment updating system.
29. New – Device management updater
30. Improved Deals Overview page showing more statistical information at a glance.
31. New - Add A Deal (Advertisement) system. Includes auto savings calculator.
32. Default redemption message and revised web portal presentation.
33. New - Merchant App downloads link facility.
34. Upgraded - Database design.
35. Upgraded - Shopper email subscription.
36. Upgraded - Merchant Widgets & Tools section.
37. New – Merchant historical payments report in Admin & Merchant account.
38. New – All Shopper, Merchant, and Admin accounts are now protected by a Secure Socket Layer.
39. Servers are now monitored and protected by CodeGuard against unauthorized intrusion and code theft.

MobiPromo is a state-of-the-art mobile marketing system that includes the ability for advertisements, deals, and discount offers to be delivered outside of the typical proximity marketing area by including both Mobile & Web portals consumers access from anywhere.

The MobiPromo system is designed for marketers who desire to create strategically placed free consumer Wi-Fi access Networks, and sell advertising services to local, regional, and national merchants.

MobiPromo is comprised of hardware and a 100% Cloud based platform. Hardware devices are 100% Plug & Play, not requiring any configuration or ongoing maintenance whatsoever. Once deployed, devices automatically update themselves with our Set & Forget technology.

This manual details the MobiPromo backend administration setup and network features.

Network Administration User Manual

English

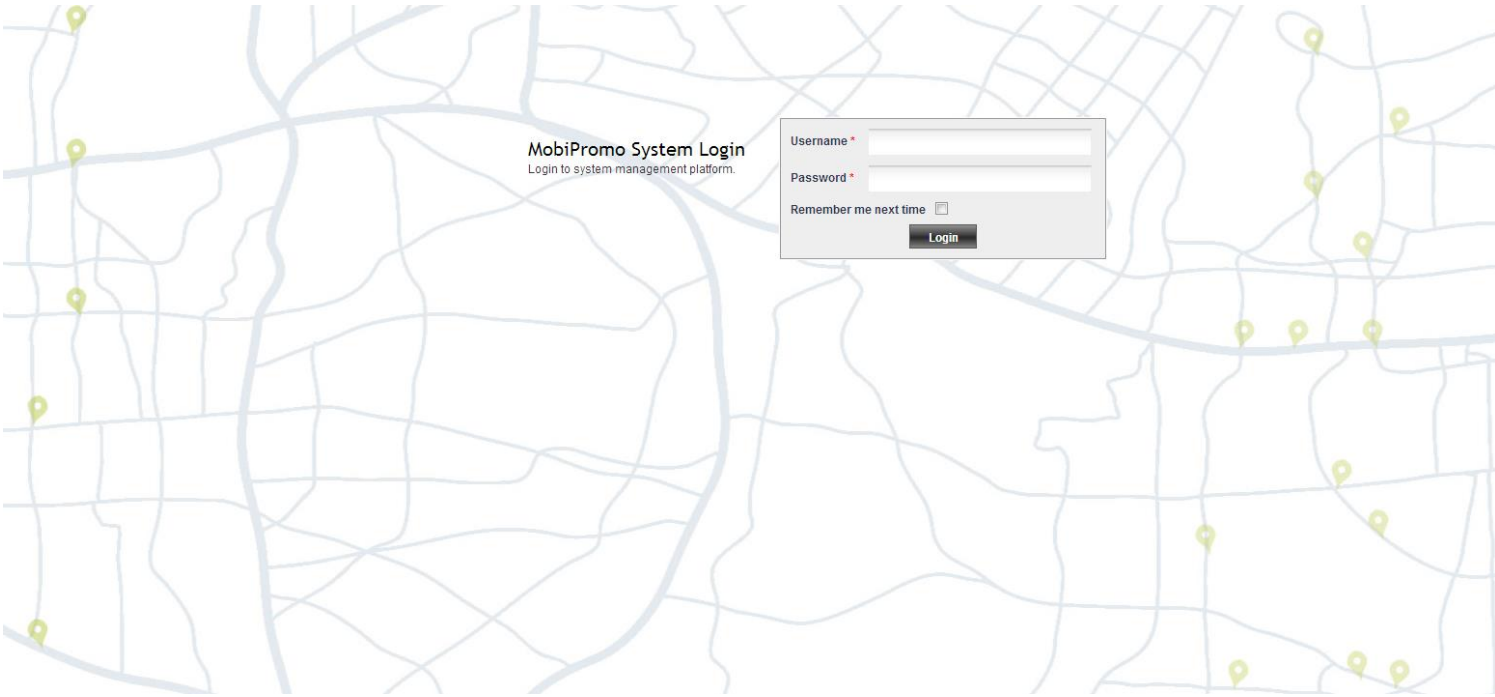
Published July 2013

The technologies, information, techniques, know-how, and trade practices described in this manual represent our confidential, intellectual, and proprietary property. We reserve all rights to Copyright, Patents, and Trademarks.

ADMIN USER LOGIN

To begin your Admin Session go to www.YOUR_DOMAIN_Name/admin

Login using the information you were provided in your Welcome to MobiPromo email.



MOBIPROMO PLATFORM OVERVIEW

NB: The data and business information shown in this manual is fictitious, sample information only.

Upon successful login, the system Admin home screen presents you security information showing the Date and IP address of your last login.

MobiPromo Platform Overview displays the current system status and results summary.

Clicking on any of the headings opens the respective system section.

The map depicts the locations of businesses currently registered on the system.

A search tool provides Admins a way to quickly search for a particular merchant/business.

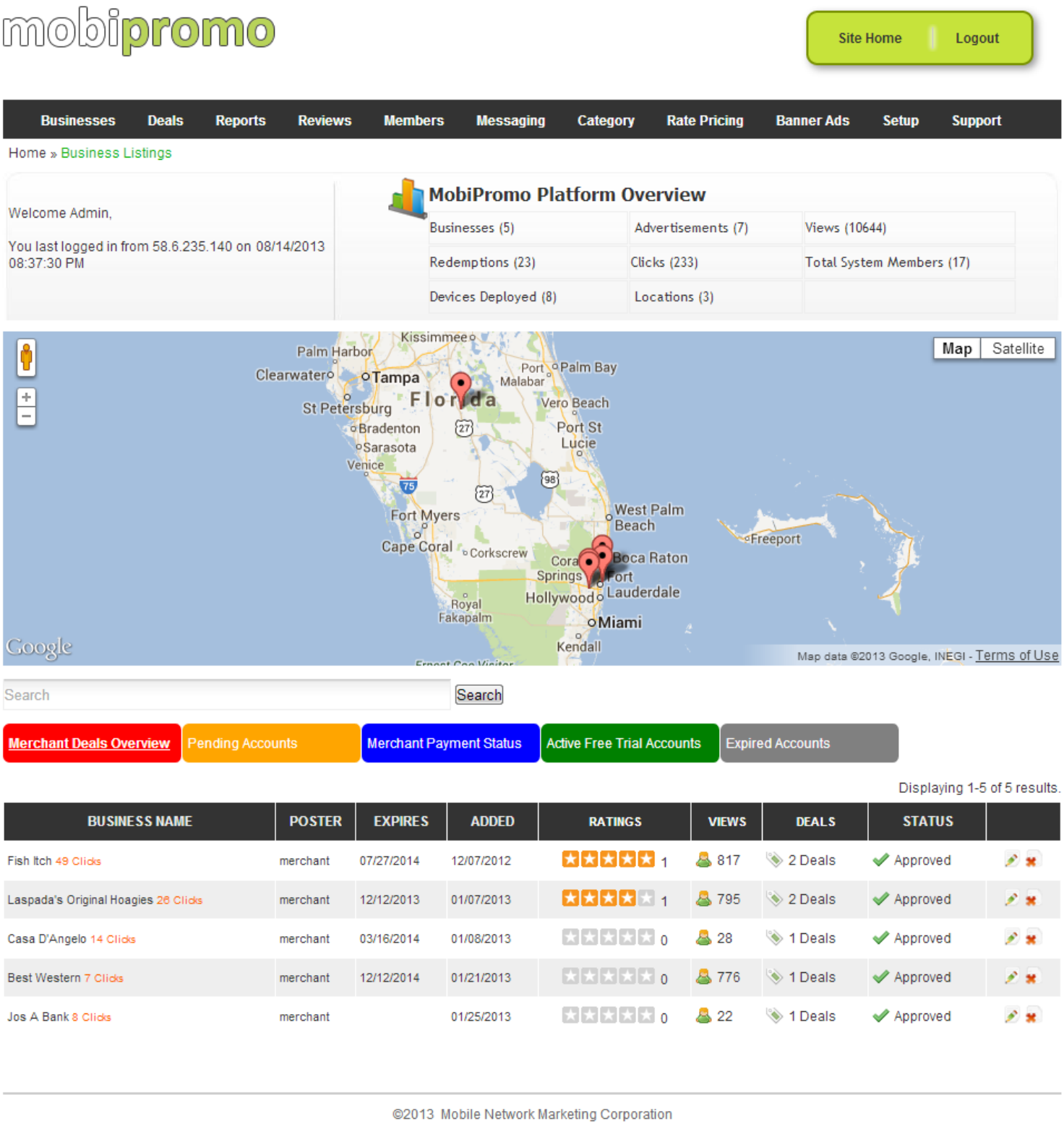
Within the reporting table below the search tool are (5) Admin reports:

- Merchant Deals Overview: Overview of all active advertisements.
- Pending Accounts: List of merchants with a pending status waiting payment processing.
- Merchant Payment Status: List of all merchants showing payment status.
- Active Free Trial Accounts: A list of merchants with a free trial and the trial expires.
- Expired Accounts: List of merchants whose account has expired and not renewed.

Each report contains an expanded view, edit, and delete function on the right hand side.

MERCHANT DEALS OVERVIEW

Displays a sortable overview of all active advertisements and their current status.



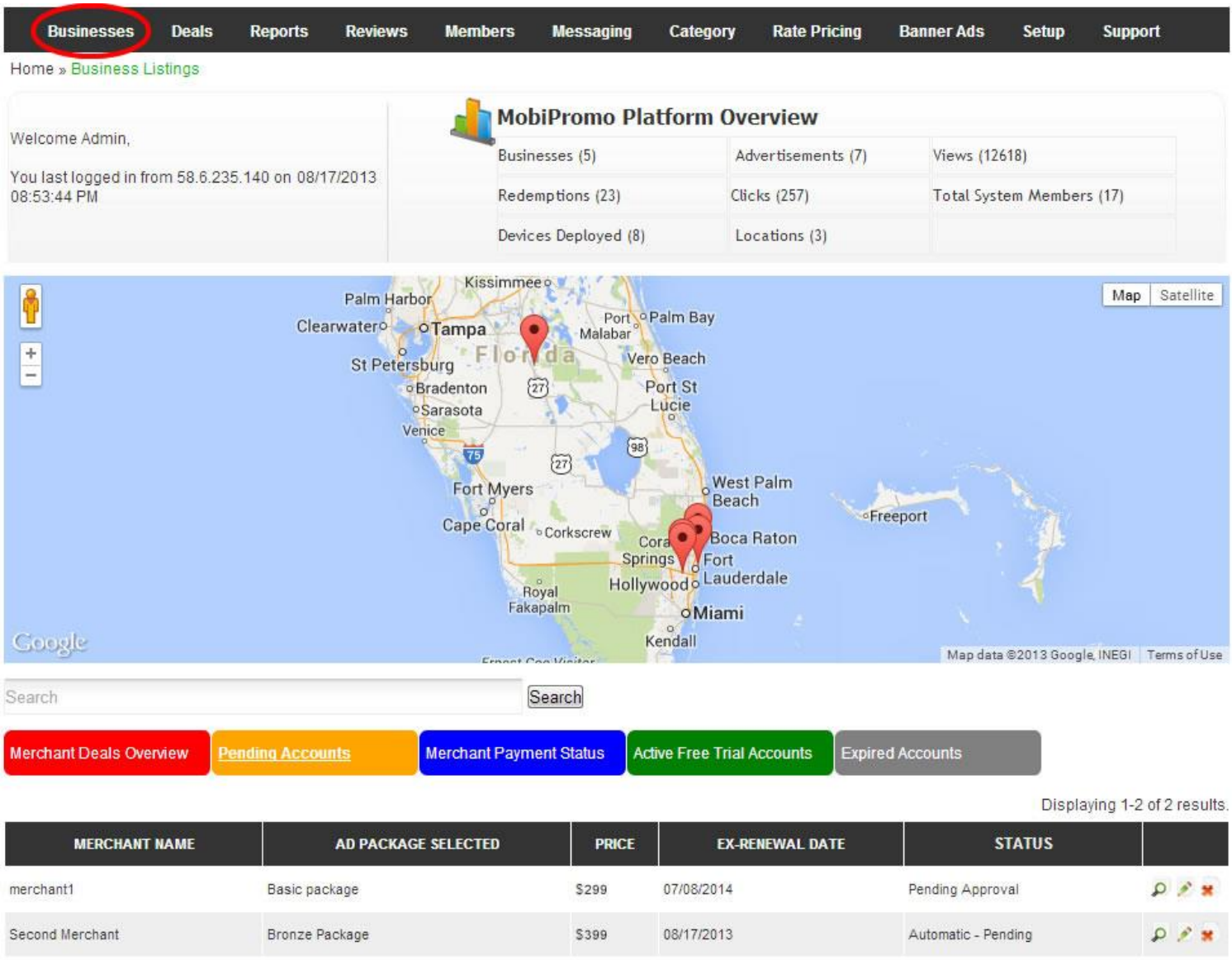
PENDING ACCOUNTS

Displays a list of merchants who have payments pending.

STATUS LEGEND:

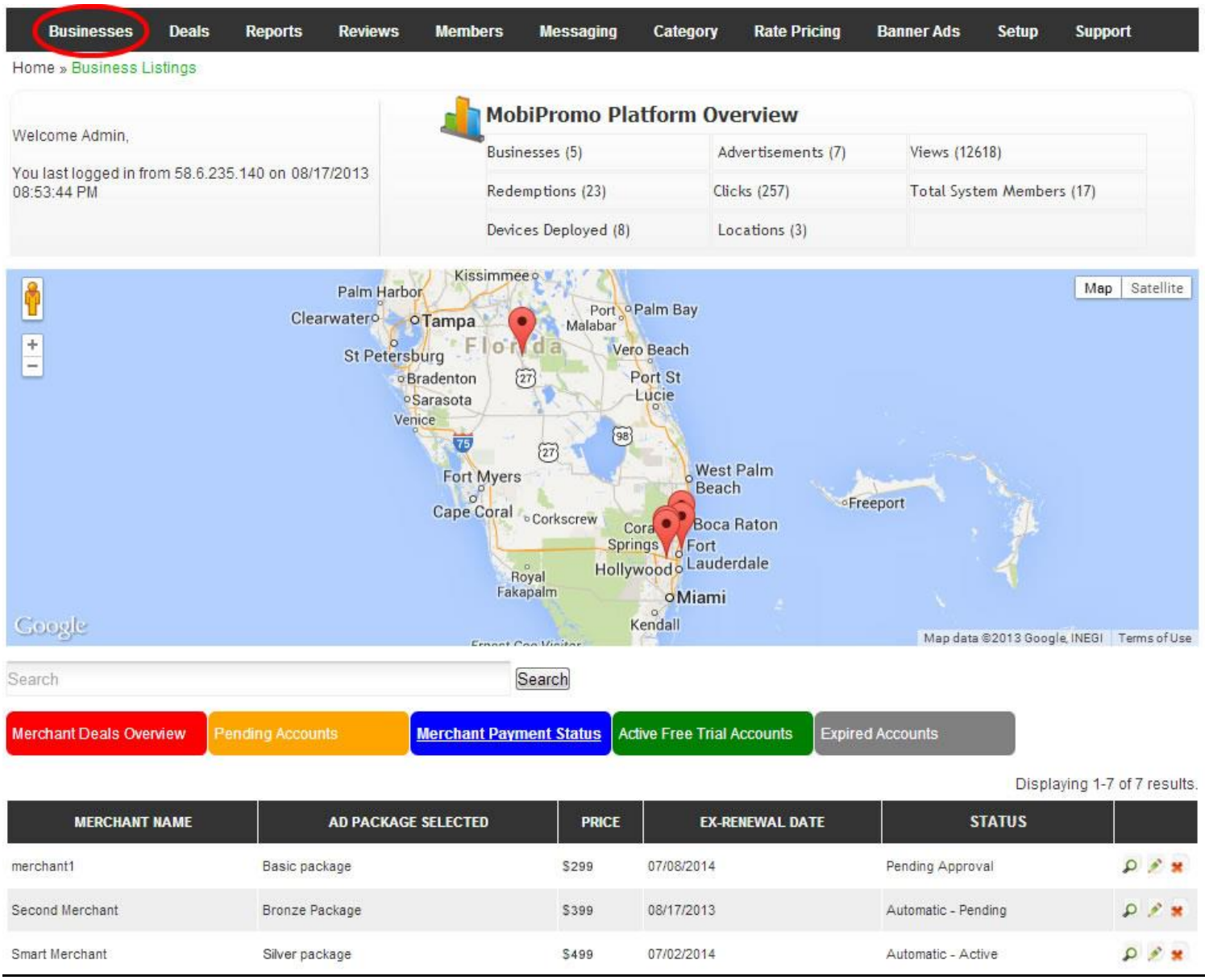
Pending Approval = Manual Approval/Payment processing.

Automatic Pending = Automatic Approval/Payment processing awaiting payment



MERCHANT PAYMENT STATUS

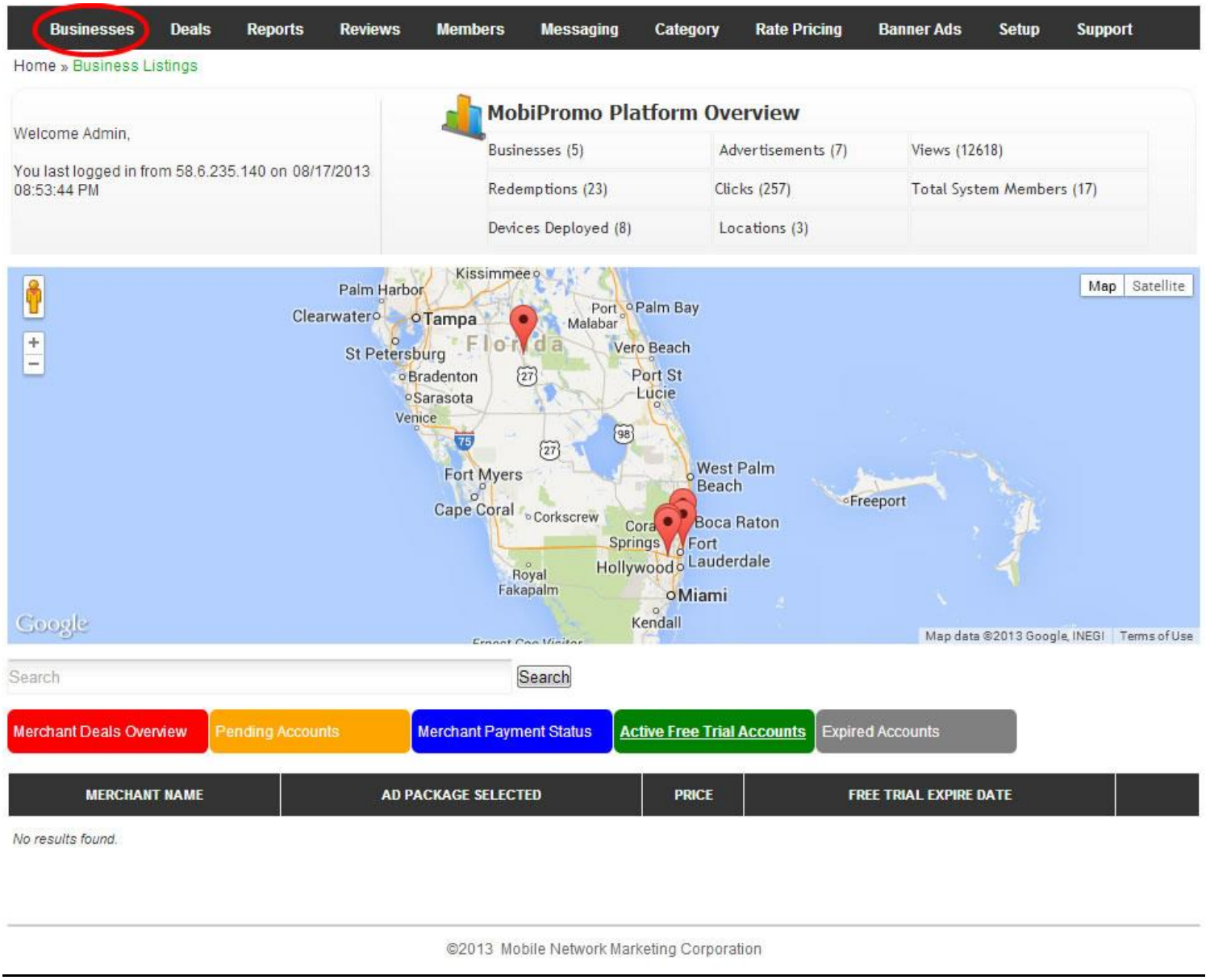
Sortable overview of the payment status for all merchants on system.



MERCHANT NAME	AD PACKAGE SELECTED	PRICE	EX-RENEWAL DATE	STATUS	
merchant1	Basic package	$299	07/08/2014	Pending Approval	
Second Merchant	Bronze Package	$399	08/17/2013	Automatic - Pending	
Smart Merchant	Silver package	$499	07/02/2014	Automatic - Active	

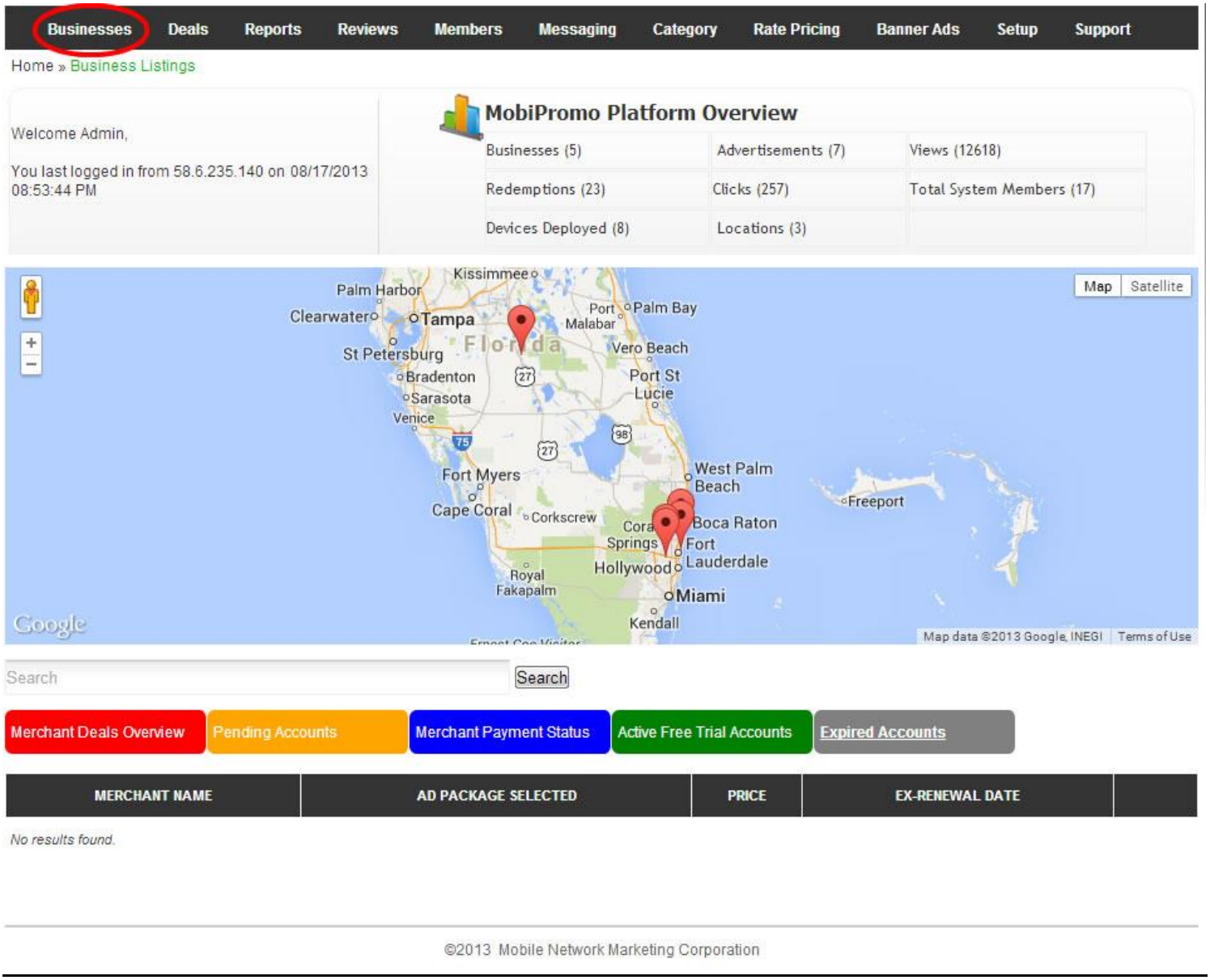
ACTIVE FREE TRIAL ACCOUNTS

Displays a list of merchants with active free trials, and when they expire.



EXPIRED ACCOUNTS

A list of all merchants with expired accounts and the ex-renewal date.



SECTION NOTES

SYSTEM CONFIGURATION SETUP

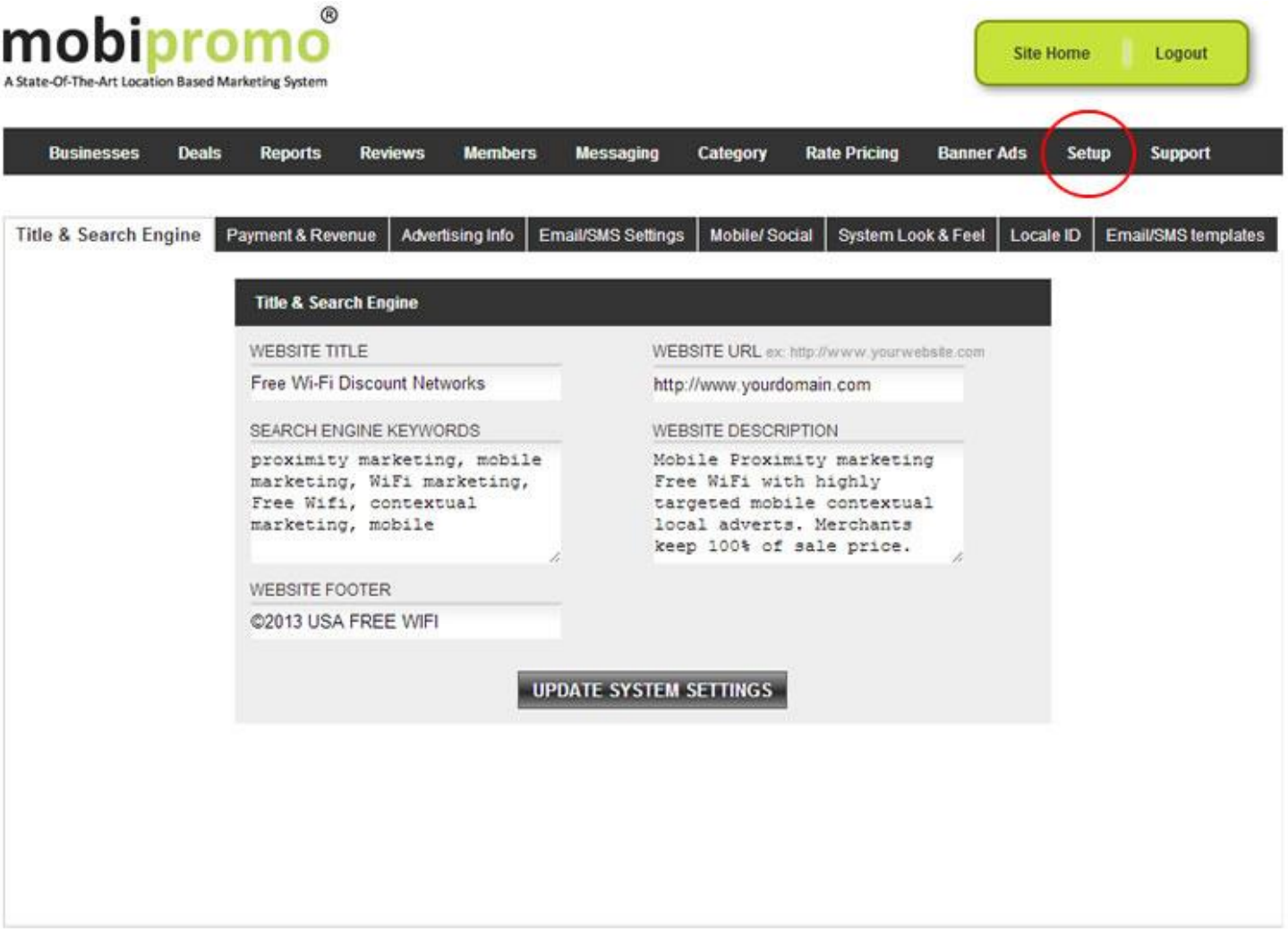
From the Top Menu click Setup and select System Settings from the dropdown menu.

In this area, you can enter the relevant information about your Company.

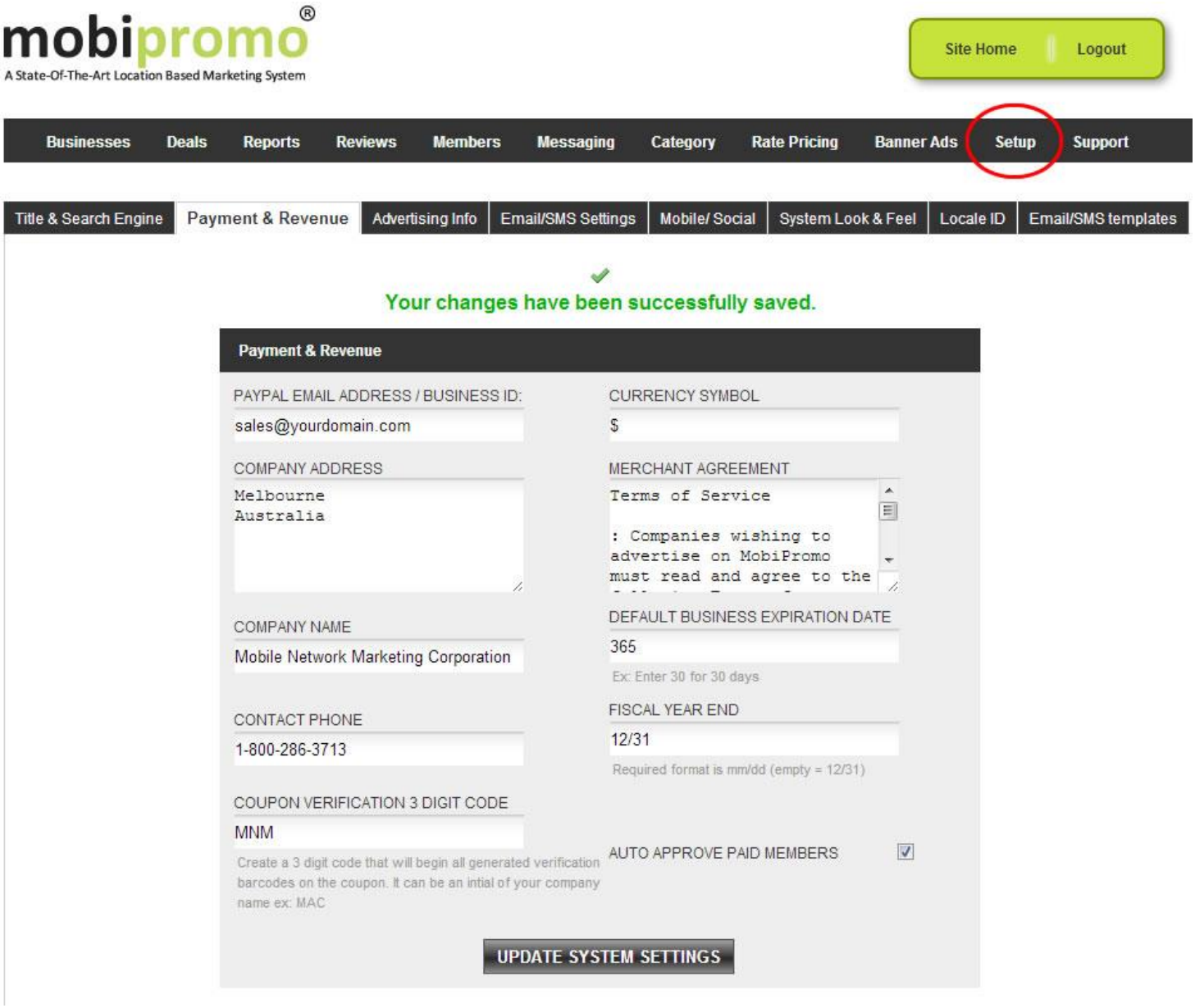
After you update your information click UPDATE SYSTEM SETTINGS to save changes.

TITLE & SEARCH ENGINE TAB

Enter the information search engines will use about your marketing system.



PAYMENT & REVENUE TAB



Enter your business PayPal address for payments received via PayPal.

Enter Currency Symbol for your Country.

Enter your Business address and contact details.

Copy & Paste your Merchant Agreement that advertisers must agree to.

Default Business Expiration is the default period of time a business remains listed in the system Business Directory without having paid advertising.

Enter the Fiscal Year end date for your Country.

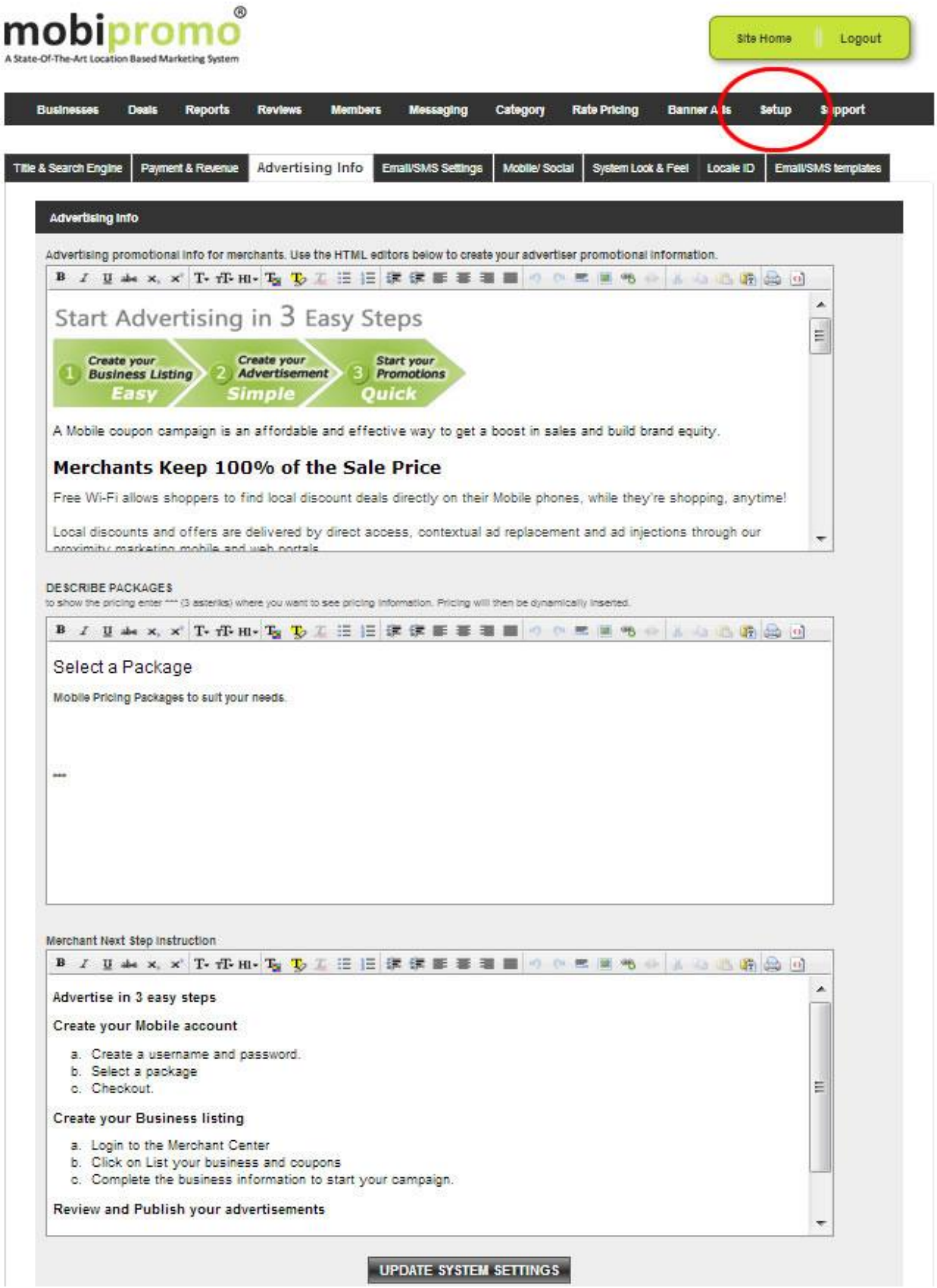
Coupon Verification 3 Digit Code is a prefix code that the system will automatically append to every Coupon Code that allows merchants to measure sales volume coming from you.

Auto Approve Paid Members – If checked, Merchants who pay online (if enabled) are automatically approved.

Require Login Before Print – If checked, this requires a Shopper to create a free account and login before they can view, print or add a deal to their Mobile Wallet.

ADVERTISING INFORMATION TAB

Use the 3 HTML editors to create and edit a personalized 3-page brochure about the services you offer to merchants.


mobipromo
A State-Of-The-Art Location Based Marketing System
Site Home
Logout
Businesses
Deals
Reports
Reviews
Members
Messaging
Category
Rate Pricing
Banner Ads
Setup
Support
Title & Search Engine
Payment & Revenue
Advertising Info
Email/SMS Settings
Mobile/ Social
System Look & Feel
Locale ID
Email/SMS templates
Advertising Info
Advertising promotional info for merchants. Use the HTML editors below to create your advertiser promotional information.
Start Advertising in 3 Easy Steps
1 Create your Business Listing Easy
2 Create your Advertisement Simple
3 Start your Promotions Quick
A Mobile coupon campaign is an affordable and effective way to get a boost in sales and build brand equity.
Merchants Keep 100% of the Sale Price
Free Wi-Fi allows shoppers to find local discount deals directly on their Mobile phones, while they're shopping, anytime!
Local discounts and offers are delivered by direct access, contextual ad replacement and ad injections through our
DESCRIBE PACKAGES
to show the pricing enter *** (3 asterisks) where you want to see pricing information. Pricing will then be dynamically inserted.
Select a Package
Mobile Pricing Packages to suit your needs.
***
Merchant Next Step Instruction
Advertise in 3 easy steps
Create your Mobile account
a. Create a username and password.
b. Select a package
c. Checkout.
Create your Business listing
a. Login to the Merchant Center
b. Click on List your business and coupons
c. Complete the business information to start your campaign.
Review and Publish your advertisements
UPDATE SYSTEM SETTINGS

ADVERTISING FOR MERCHANTS

Below is the created 3 page brochure and merchant signup utility.

mobipromo®
A State-Of-The-Art Location Based Marketing System

Create Your Merchant Account

Package: Basic package

Create username

Password *

Email *

First Name *

Last Name *

Business Location *: Fort Lauderdale

Cell number

Advertising Agreement

Terms of Service

: Companies wishing to advertise on MobiPromo must read and agree to the following Terms of Service.

1. ADVERTISING MATERIALS

I Agree to terms & conditions above.

Verify Code: nasafub Get a new code

Please enter the letters as they are shown in the image above.
Letters are not case-sensitive.

Submit

How it works | Packages | Next Step | Have an Account? Sign in

Start Advertising in 3 Easy Steps

1 Create your Business Listing — Easy
2 Create your Advertisement — Simple
3 Start your Promotions — Quick

A Mobile coupon campaign is an affordable and effective way to get a boost in sales and build brand equity.

Merchants Keep 100% of the Sale Price

Free Wi-Fi allows shoppers to find local discount deals directly on their Mobile phones, while they're shopping, anytime!

Local discounts and offers are delivered by direct access, and contextual Ad injections through our proximity marketing mobile and web portals.

We level the playing field for local merchants against consumers who are "showcasing" products in store and then ordering online. By delivering contextual Advert injections into the free Wi-Fi session, we provide merchants the ability to engage consumers with discount deals before the sale is lost and at the most appropriate time.

Would you put your business in a consumers hands?

Consumers access Free Wi-Fi locations and receive discounted offers from the local area that save them money. Using MobiPromo they never miss out on a bargain ever again and they receive free Internet access, so they keep coming back!

Our system is 100% device independent and works on 99% of phones, tablets, laptops and desktop computers **without** having to download or install any other applications. Simply connect to our Free Wi-Fi and enjoy the benefits. Our system will soon be available in 1000's of locations throughout the United States and Internationally.

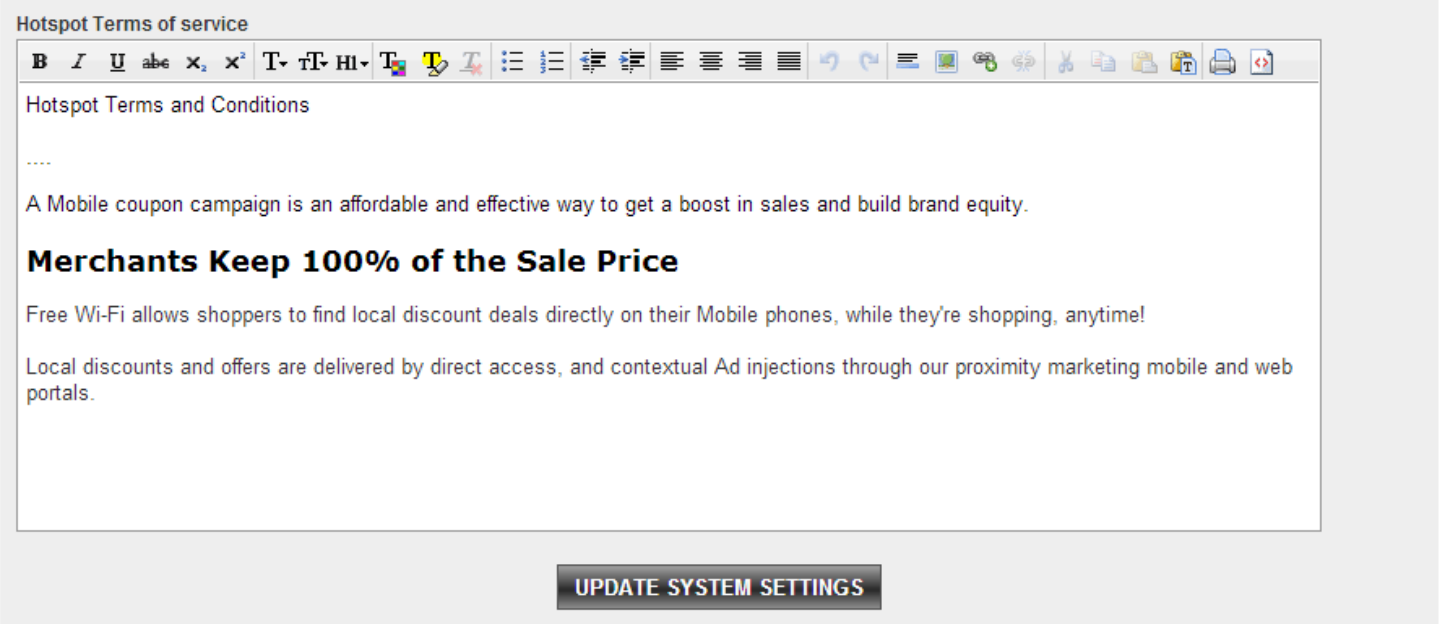
The MobiPromo mobile marketing system creates a platform where your customers can organize and redeem your discount coupons using their mobile phone or print them at home. With easy to use features that keeps them coming back.

Unlike other most other systems with MobiPromo merchants keep 100% of the sale price.

HOTSPOT LOGIN TERMS & CONDITIONS

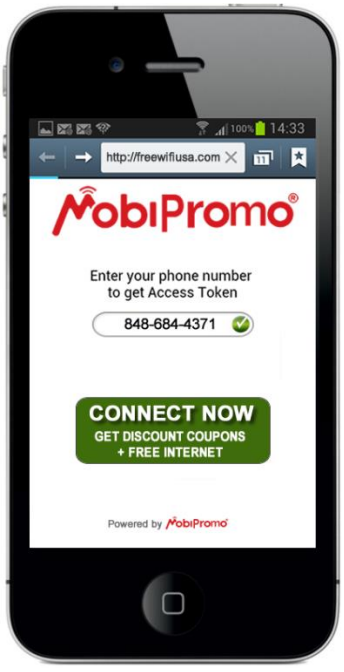
Located below the Advertising info area.

The Hotspot login Text editor allows Administrators to create or copy and paste the Consumer Terms & Conditions applicable to using free Internet access.


Hotspot Terms of service
Hotspot Terms and Conditions

A Mobile coupon campaign is an affordable and effective way to get a boost in sales and build brand equity.
Merchants Keep 100% of the Sale Price
Free Wi-Fi allows shoppers to find local discount deals directly on their Mobile phones, while they're shopping, anytime!
Local discounts and offers are delivered by direct access, and contextual Ad injections through our proximity marketing mobile and web portals.
UPDATE SYSTEM SETTINGS

A link to the T&C is provided on the login system when a consumer connects to the service.

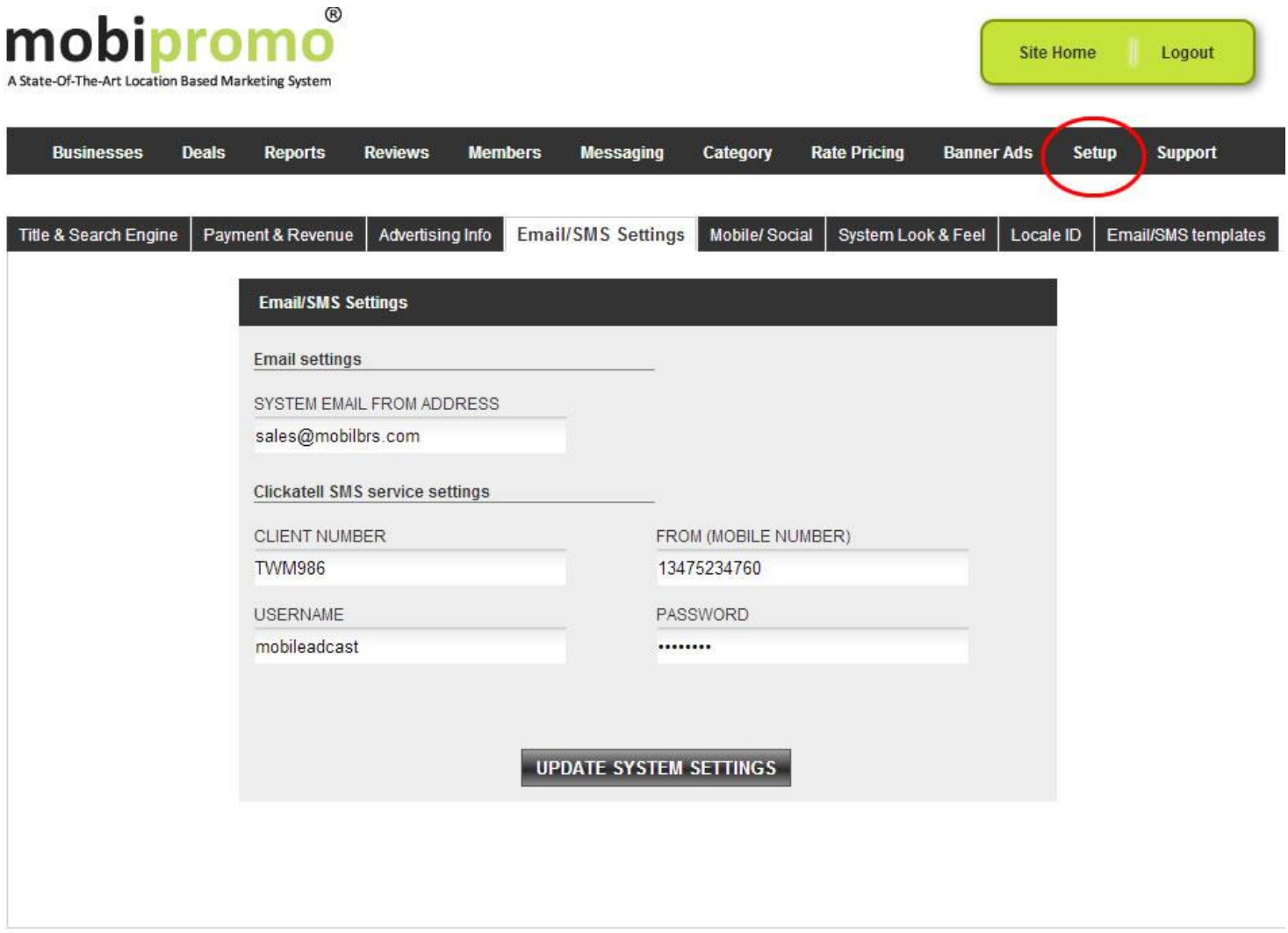


EMAIL/SMS SETTINGS TAB

These settings facilitate email and SMS communications with Shoppers, Merchants, Salespersons, and Admins.

SMS requires you to register with Clickatell for a Developer Account. Clickatell is our partner International SMS service provider offering extremely low rates. Having your own Clickatell account allows you to manage and own your list.

Once you have obtained your Clickatell account, enter those details in the fields provided.



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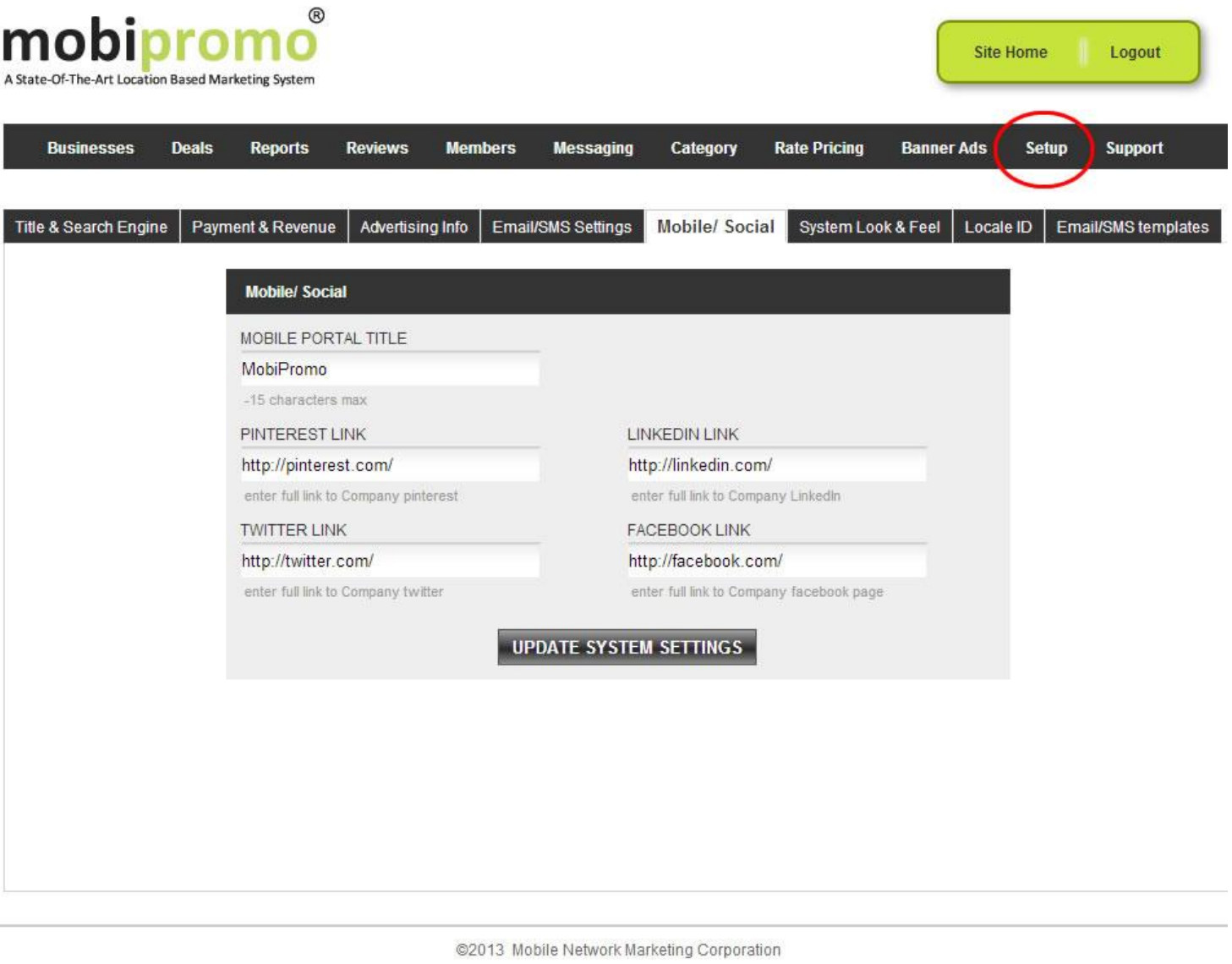
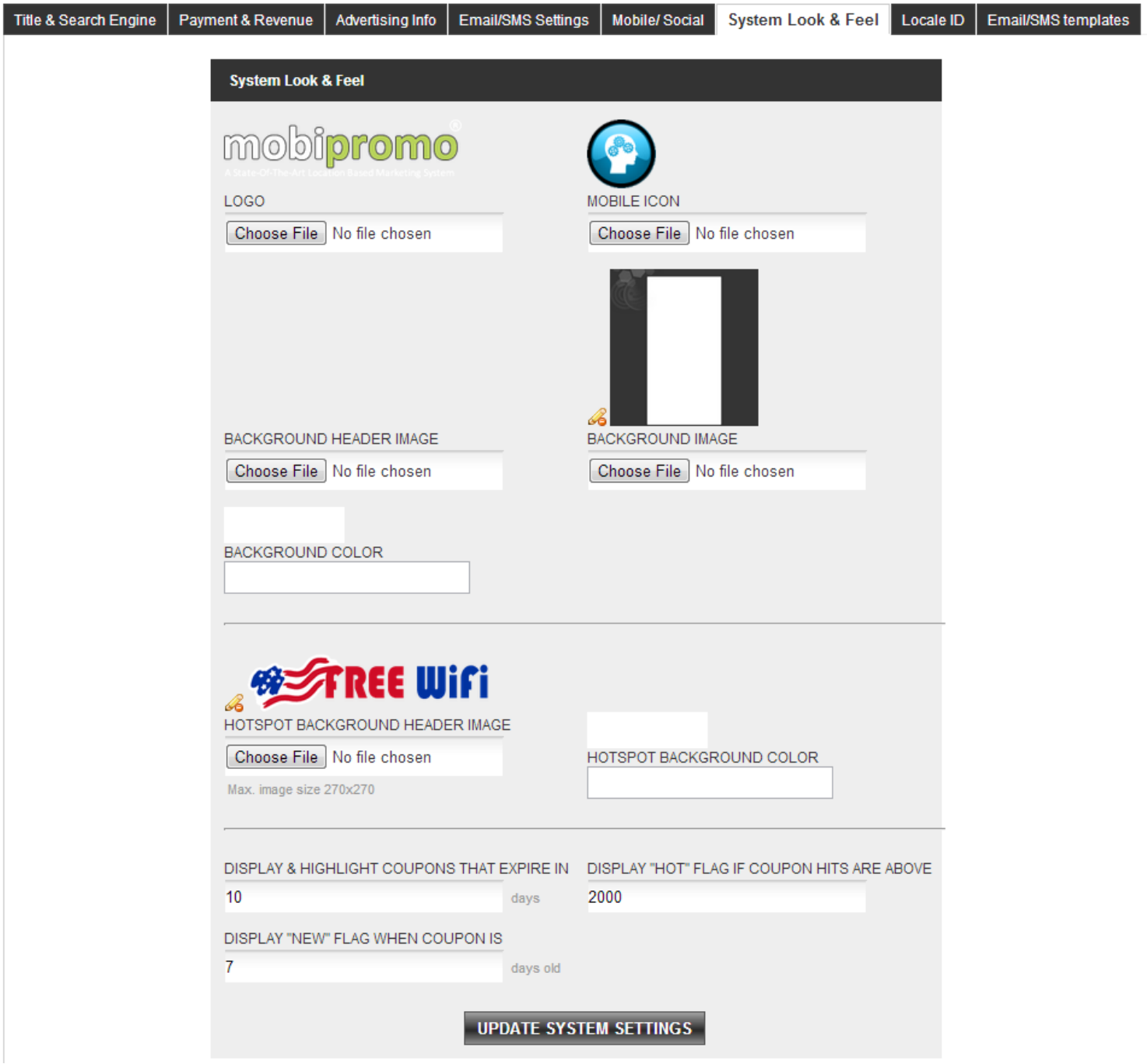
MOBILE/SOCIAL TAB

Enter a Title for the system Mobile Portal. This is displayed to Users across the top of the portal.

Enter the links for your Company social media pages. (Other Social media sites considered upon request.)



SYSTEM LOOK & FEEL TAB



System Look & Feel attributes is used to personalize your system.

Main Logo – Upload your Company logo for the web portal. The logo size must be 252 x 77 pixels and .png with a transparent background is best. Try to keep your file size small to assist page load times for consumers with slower connection speeds.

Mobile Logo - Upload your Company mobile logo. Logo size must be 87 x 87 pixels, preferably a .png with a transparent background.

BACKGROUND COLOR – You can choose any background color by clicking anywhere inside the Color Picker box.

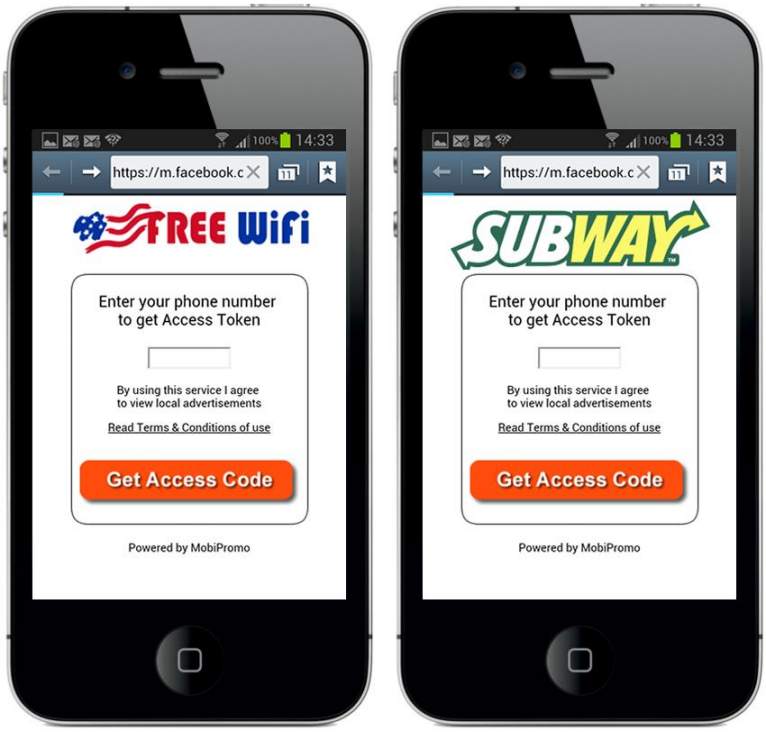
BACKGROUND HEADER IMAGE – Upload a background Header or Top of page image if required. To remove a background image you can overwrite the image with another at any time or upload a transparent image.

HOTSPOT HEADER IMAGE – Upload a header logo for the Hotspot Login System. The image could be your company logo or you could sell sponsored advertising in this slot.

Sample Company logo

Sample Sponsored logo for upsell branding.

Login Screenshot



HOTSPOT BACKGROUND COLOR – Place your mouse pointer inside the color picker area and select a complementary colour for your logo image.

DISPLAY & HIGHLIGHT COUPONS THAT EXPIRE IN – Enter a numeral for the number of days before a deal expires.

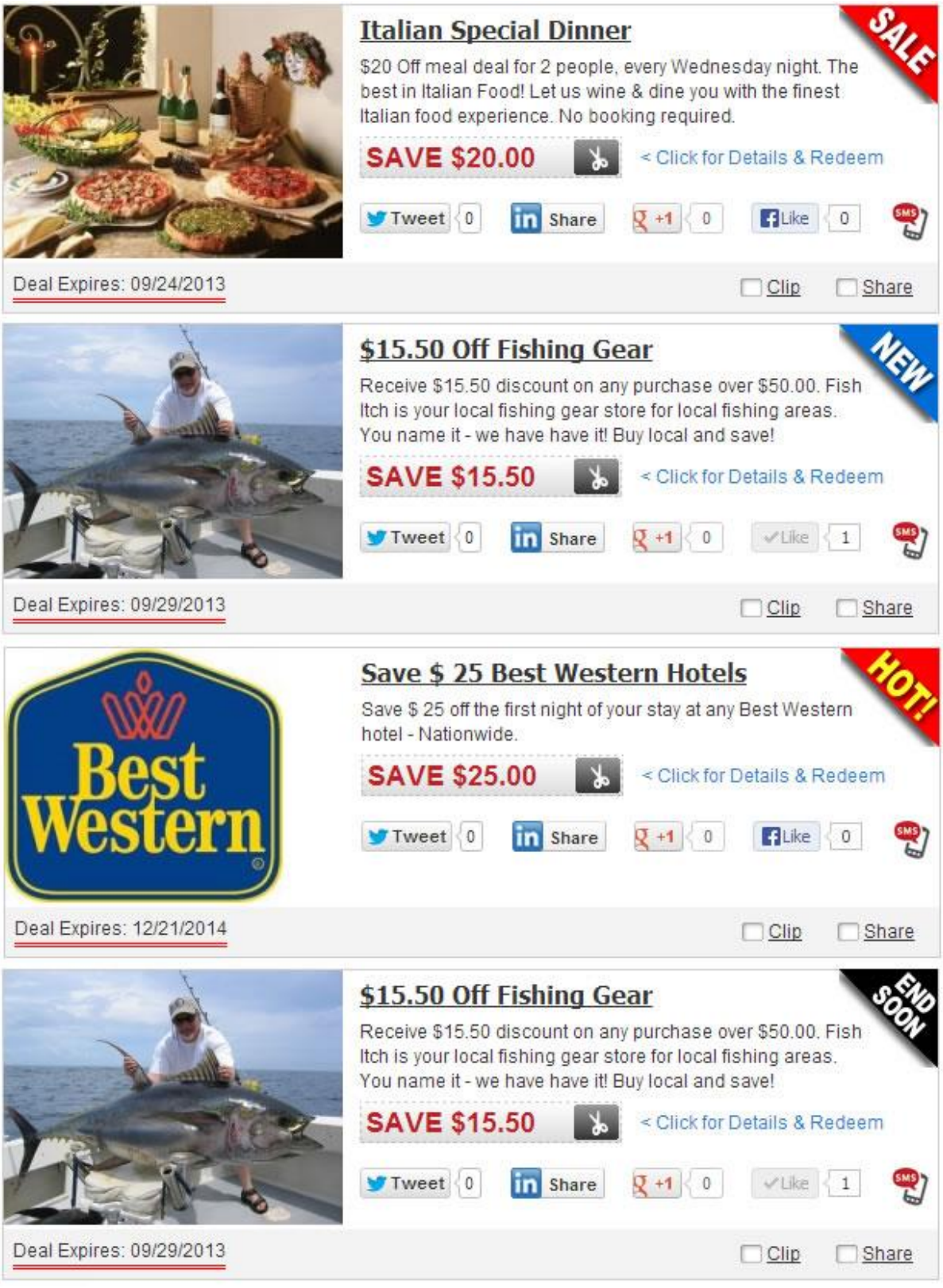
DISPLAY A HOT FLAG IF COUPON VIEWS ARE ABOVE – Enter a numeral.

DISPLAY NEW FLAG WHEN COUPON IS - Enter a numeral for the number of days a New Flag should be shown on new deals.

DEAL STATES AND PRIORITIES EXPLAINED

There are five different deal states in order of Ad weighting also known as Ad priority: Hot Deal, New Deal, Featured Deal, Expiring Deal and Standard Deal. Hot and New deal priorities override Featured, Standard, and Expiring.

New, Hot, and Expiring display parameters can be set independently. Featured Deals [Sale flag] are set in Rate Pricing and cannot be changed if the Pricing Package has active subscribers. Standard Deal has no flag.

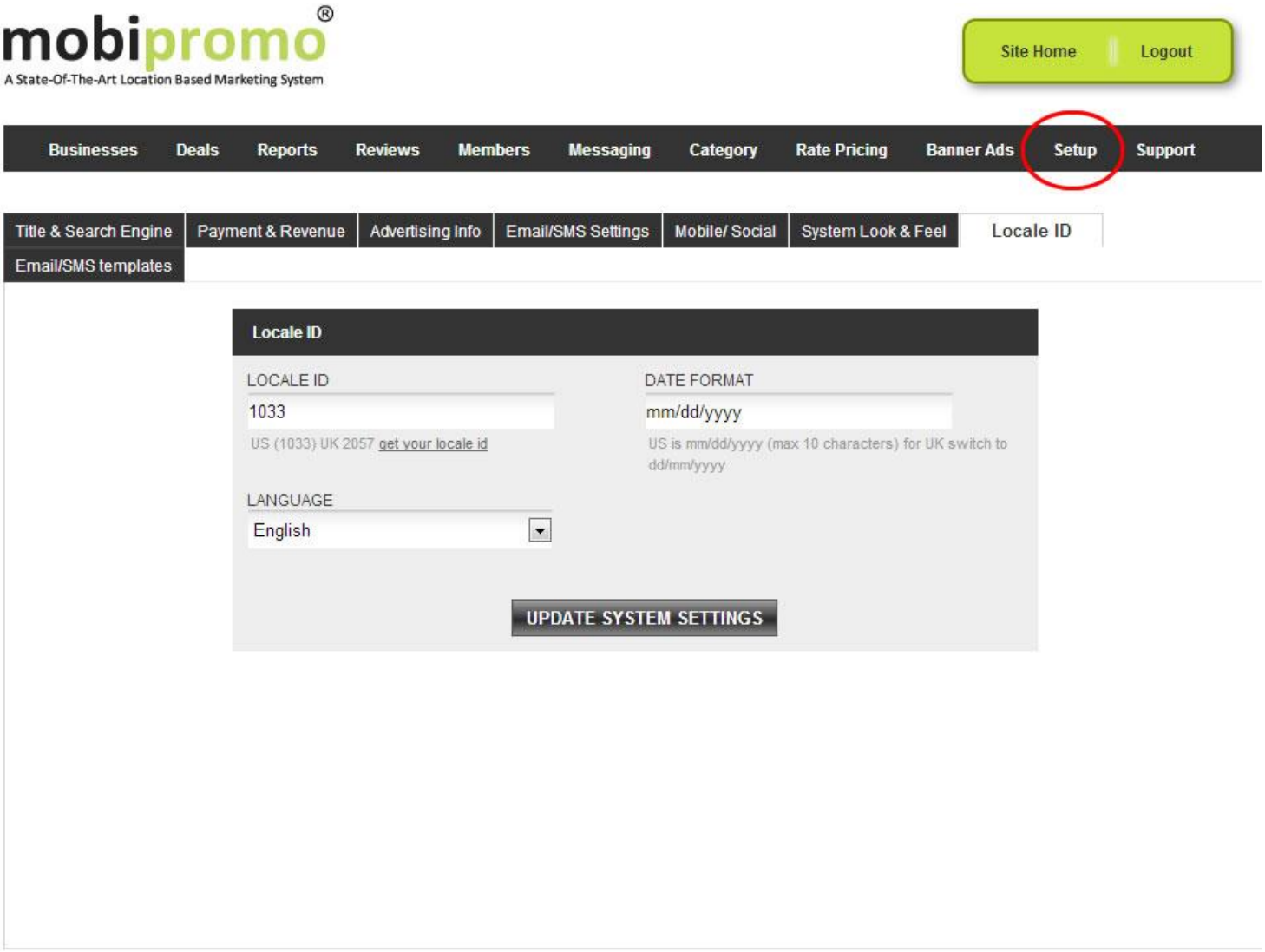

Italian Special Dinner
SALE
$20 Off meal deal for 2 people, every Wednesday night. The best in Italian Food! Let us wine & dine you with the finest Italian food experience. No booking required.
SAVE $20.00
< Click for Details & Redeem
Tweet 0
Share
+1 0
Like 0
Deal Expires: 09/24/2013
Clip
Share
$15.50 Off Fishing Gear
NEW
Receive $15.50 discount on any purchase over $50.00. Fish Itch is your local fishing gear store for local fishing areas. You name it - we have have it! Buy local and save!
SAVE $15.50
< Click for Details & Redeem
Tweet 0
Share
+1 0
Like 1
Deal Expires: 09/29/2013
Clip
Share
Best Western
Save $ 25 Best Western Hotels
HOT!
Save $ 25 off the first night of your stay at any Best Western hotel - Nationwide.
SAVE $25.00
< Click for Details & Redeem
Tweet 0
Share
+1 0
Like 0
Deal Expires: 12/21/2014
Clip
Share
$15.50 Off Fishing Gear
END SOON
Receive $15.50 discount on any purchase over $50.00. Fish Itch is your local fishing gear store for local fishing areas. You name it - we have have it! Buy local and save!
SAVE $15.50
< Click for Details & Redeem
Tweet 0
Share
+1 0
Like 1
Deal Expires: 09/29/2013
Clip
Share

LOCALE TAB

LOCALE ID – Enter the correct code for your location. Use the Locale code lookup tool if this is unknown.

DATE FORMAT – Enter the correct date format for your region.

LANGUAGE – Admin system is only available in English at this time.



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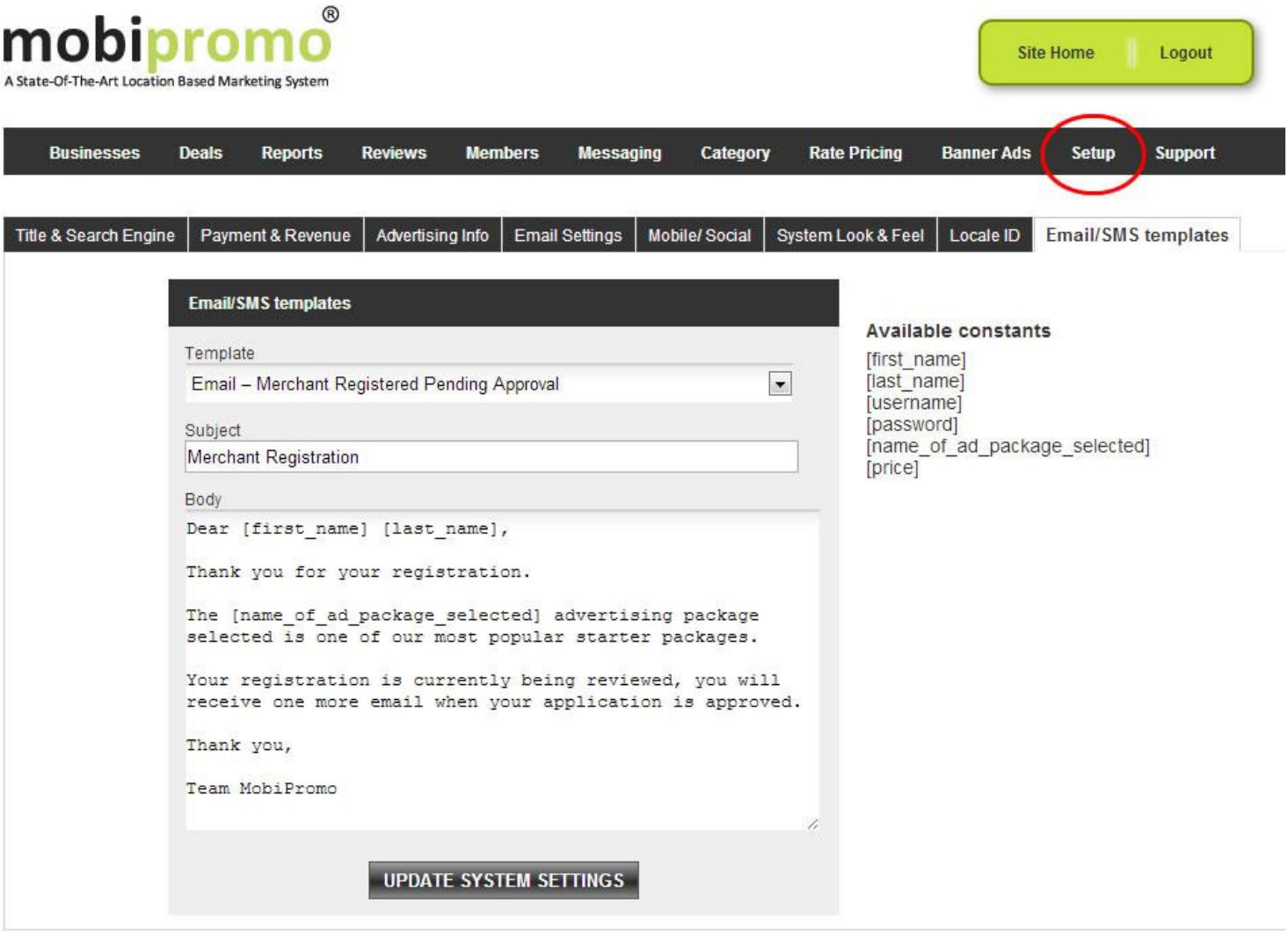
EMAIL/SMS TEMPLATES TAB



MobiPromo provides (13) configurable system templates. System email and SMS messages sent to Shoppers, Merchants, and Admin are editable by the use of system templates and system constants.

Select the message you wish to edit and a list of available system fields will appear. Simply edit the Subject line and compose your message in the Body section, adding constants where required by copy & paste, or type the constant exactly as shown. Constants will insert the correct information automatically. Each template contains a default message with included constants.

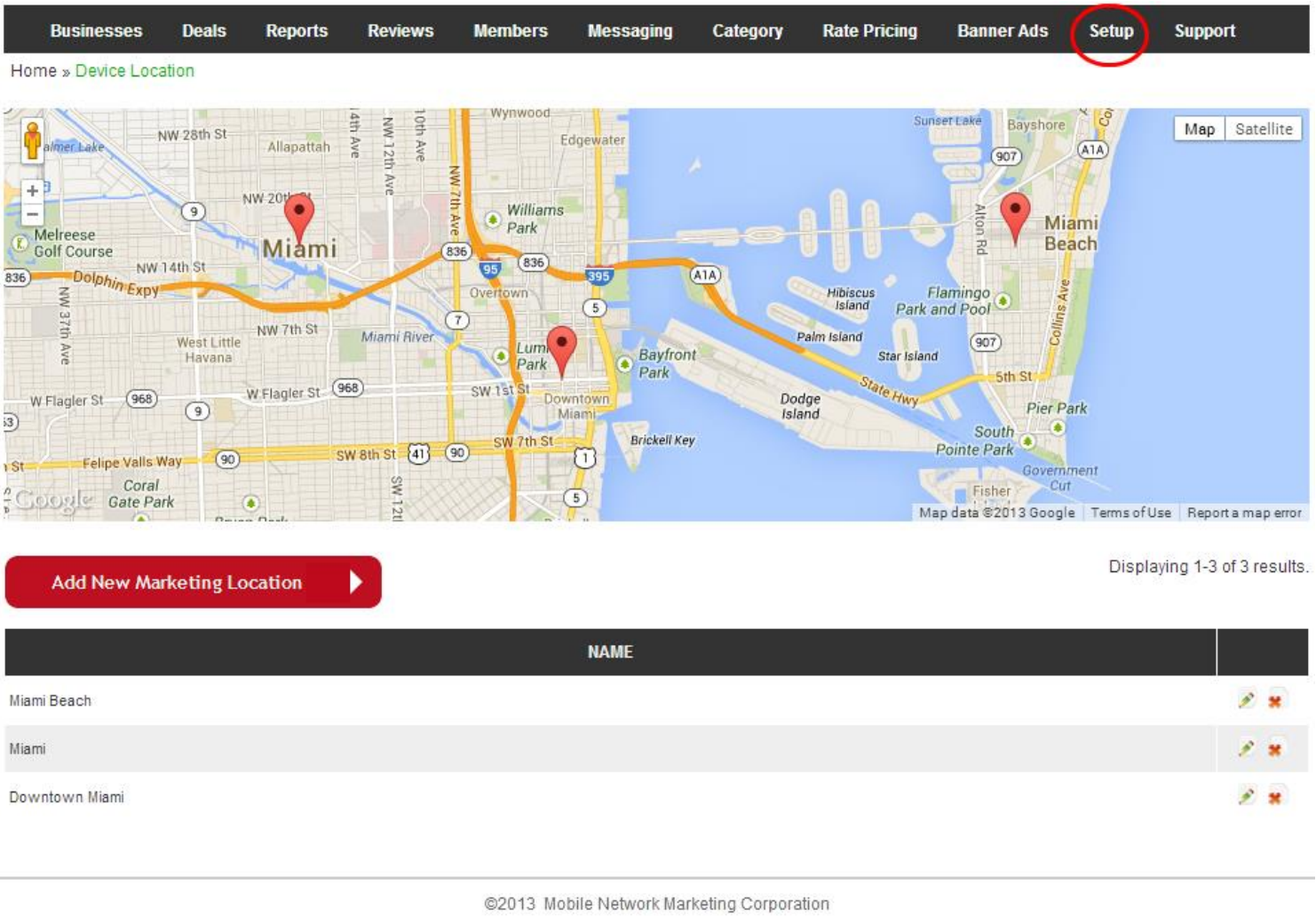
Subscribing Shoppers are Double Opt-In. Our opt-in process is fully compliant with the requirements of the Can Spam Act 2003 and subsequent Amendments.

SECTION NOTES

SYSTEM SETUP CONFIGURATION – DEVICE LOCATION MENU

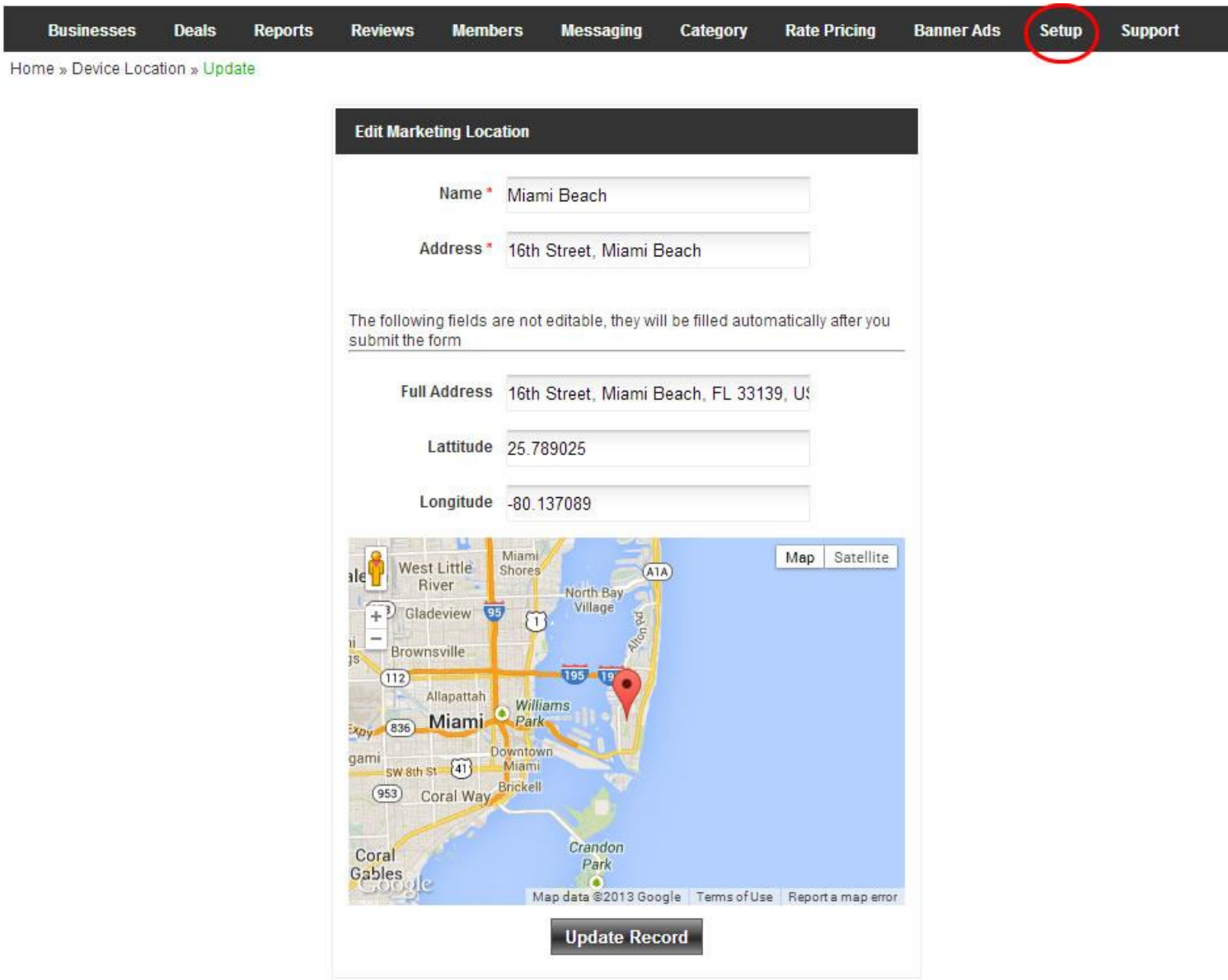
Device Locations are used to create marketing areas or zones within the allocated territory for each system. For quality assurance, each system is restricted to approximately 500 advertisements and within a specific geographical territory calculated by a radius from a fixed latitude and longitude.

Current locations are shown on the map and are editable below.



EDIT A MARKETING LOCATION

To edit an existing marketing location, on the location list click the edit icon and the Edit Marketing Location tool will open. Simply make any corrections required, or erase the existing name and address and enter new information. Click Update Record and the amended or fresh details location and coordinates will be resolved and displayed.



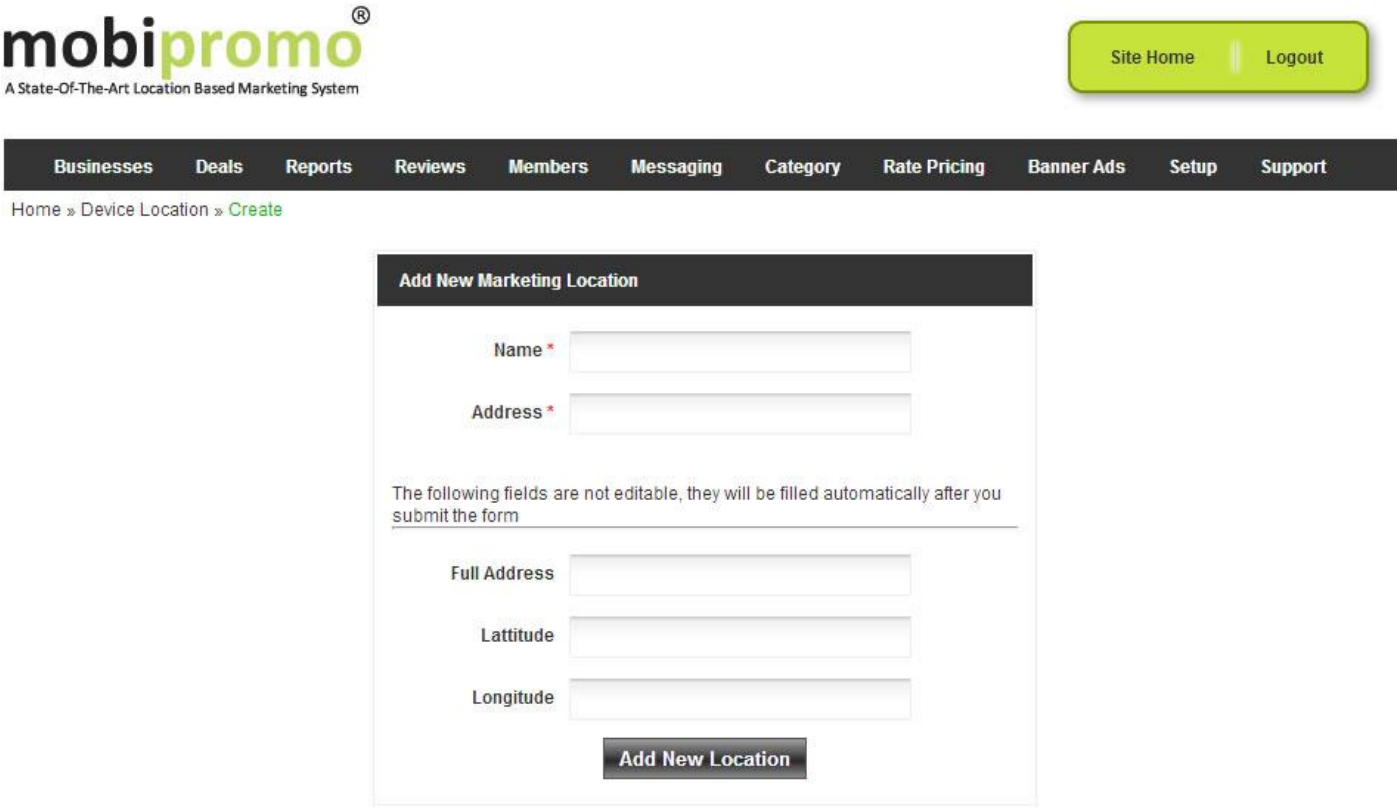
CREATE NEW MARKETING LOCATION

To create a new location for where a proximity-marketing device will be located, click the button: Add New Marketing Location.

Here you must enter a Name for the location. The name may be anything you choose, but we suggest making the name relevant and memorable to the location. Merchants view and select location names as the available location options from which to advertise.

Next, enter the full Address for the new location. This must be as accurate as possible. After you click Add New Location, MobiPromo resolves the correct latitude and longitude for the location automatically, and displays the position on the location reference map.

Using the Add a New Location tool, you can also create Zones within a specific location very simply. An example of a Zone is Daytona Boardwalk Zone 1, DB Zone 2, DB Zone 3, etc. Each becomes a new location to which Merchants can choose to advertise in. There are no limits to the number of locations or devices you can use within your system territory.



SECTION NOTES

SYSTEM SETUP CONFIGURATION – DEVICE MANAGEMENT MENU

The device management system registers new devices into the MobiPromo system and prepares them for location assignment and deployment. Once assigned to a location, devices will operate with the wireless beacon and session characteristics you define here.

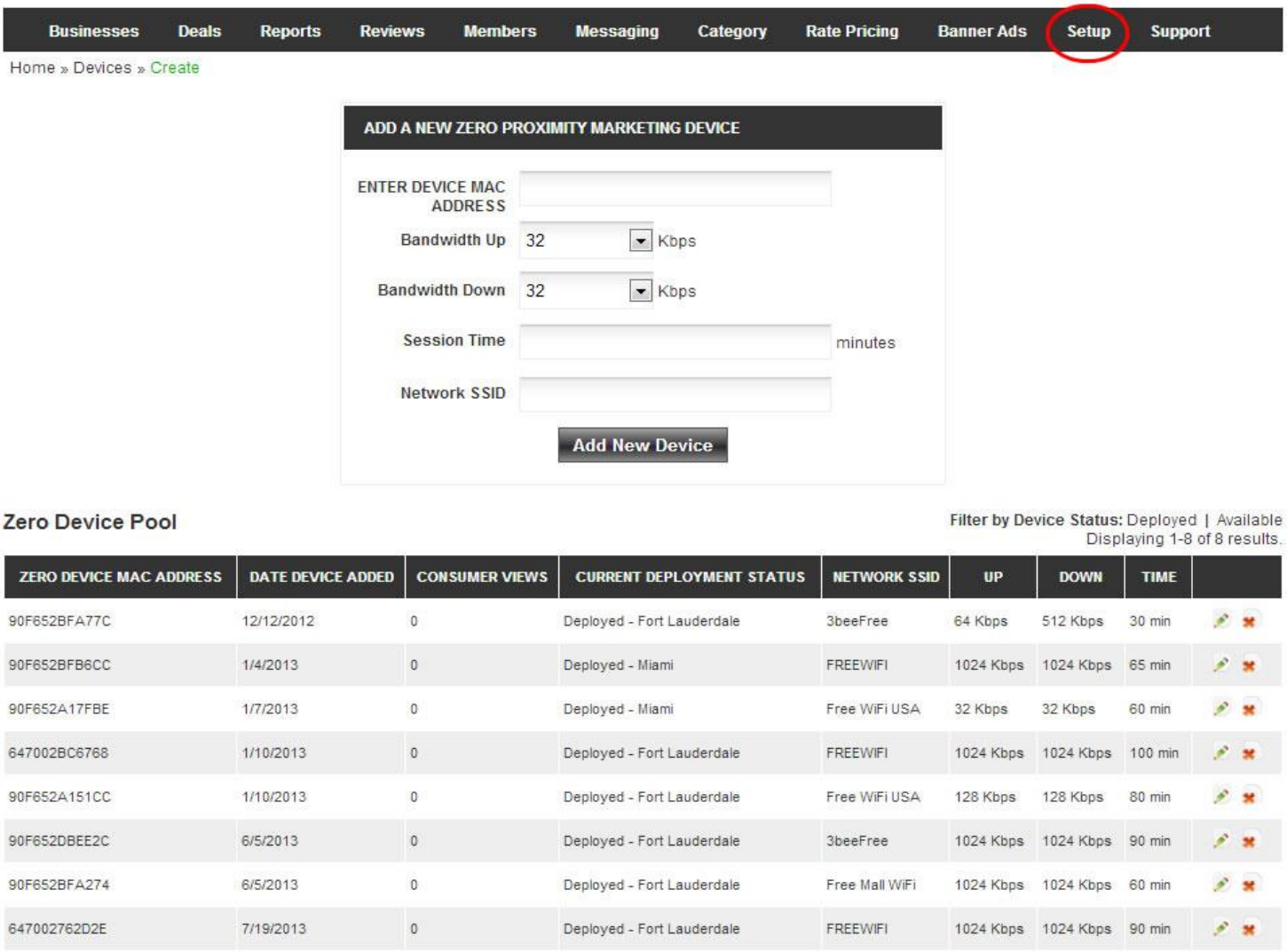
All devices can be registered with device specific individual settings.

Devices do not need to be switched on during the registration process. Once deployed and connected to power and Internet, devices automatically acquire their latest settings. Device settings can be edited at any time, but keep in mind if you change a devices network SSID parameter, any wireless devices currently connected will be disconnected without warning.

Devices are factory configured to auto-update every 120 seconds; however, a deployed device may take several minutes to update and reflect changes.

To Add a new Zero device, on the outside of the box and on the back of the device or inside the removable cover on the new Zero BlueBeam is the device MAC address and serial number.

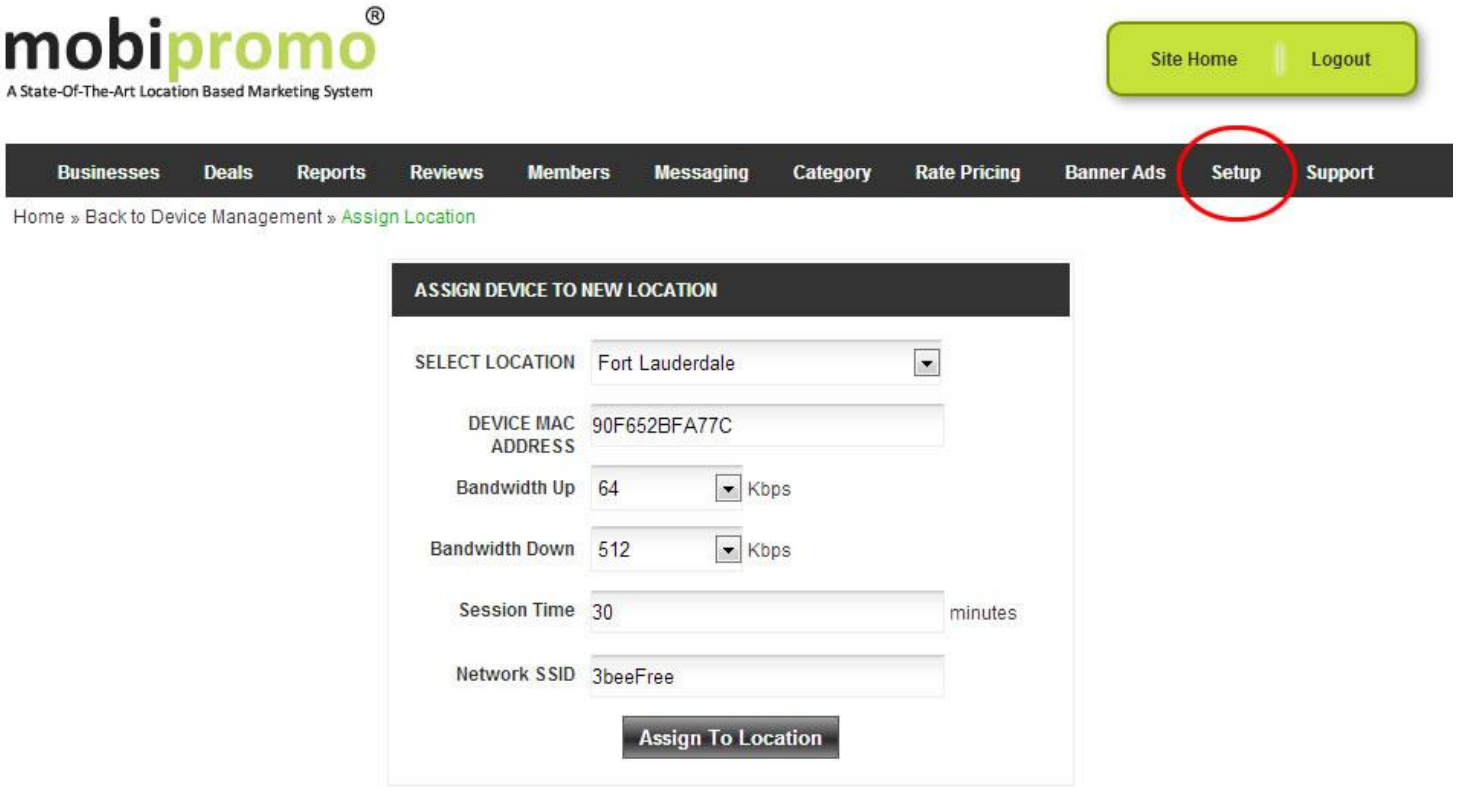
Enter the device MAC address, select the appropriate bandwidth speeds, session time, and enter an SSID for this device/location network. An SSID must only contain alphanumeric characters. Maximum length is 20 characters.



ZERO DEVICE MAC ADDRESS	DATE DEVICE ADDED	CONSUMER VIEWS	CURRENT DEPLOYMENT STATUS	NETWORK SSID	UP	DOWN	TIME	
90F652BFA77C	12/12/2012	0	Deployed - Fort Lauderdale	3beeFree	64 Kbps	512 Kbps	30 min	
90F652BFB6CC	1/4/2013	0	Deployed - Miami	FREEWIFI	1024 Kbps	1024 Kbps	65 min	
90F652A17FBE	1/7/2013	0	Deployed - Miami	Free WiFi USA	32 Kbps	32 Kbps	60 min	
647002BC6768	1/10/2013	0	Deployed - Fort Lauderdale	FREEWIFI	1024 Kbps	1024 Kbps	100 min	
90F652A151CC	1/10/2013	0	Deployed - Fort Lauderdale	Free WiFi USA	128 Kbps	128 Kbps	80 min	
90F652DBEE2C	6/5/2013	0	Deployed - Fort Lauderdale	3beeFree	1024 Kbps	1024 Kbps	90 min	
90F652BFA274	6/5/2013	0	Deployed - Fort Lauderdale	Free Mall WiFi	1024 Kbps	1024 Kbps	60 min	
647002762D2E	7/19/2013	0	Deployed - Fort Lauderdale	FREEWIFI	1024 Kbps	1024 Kbps	90 min	

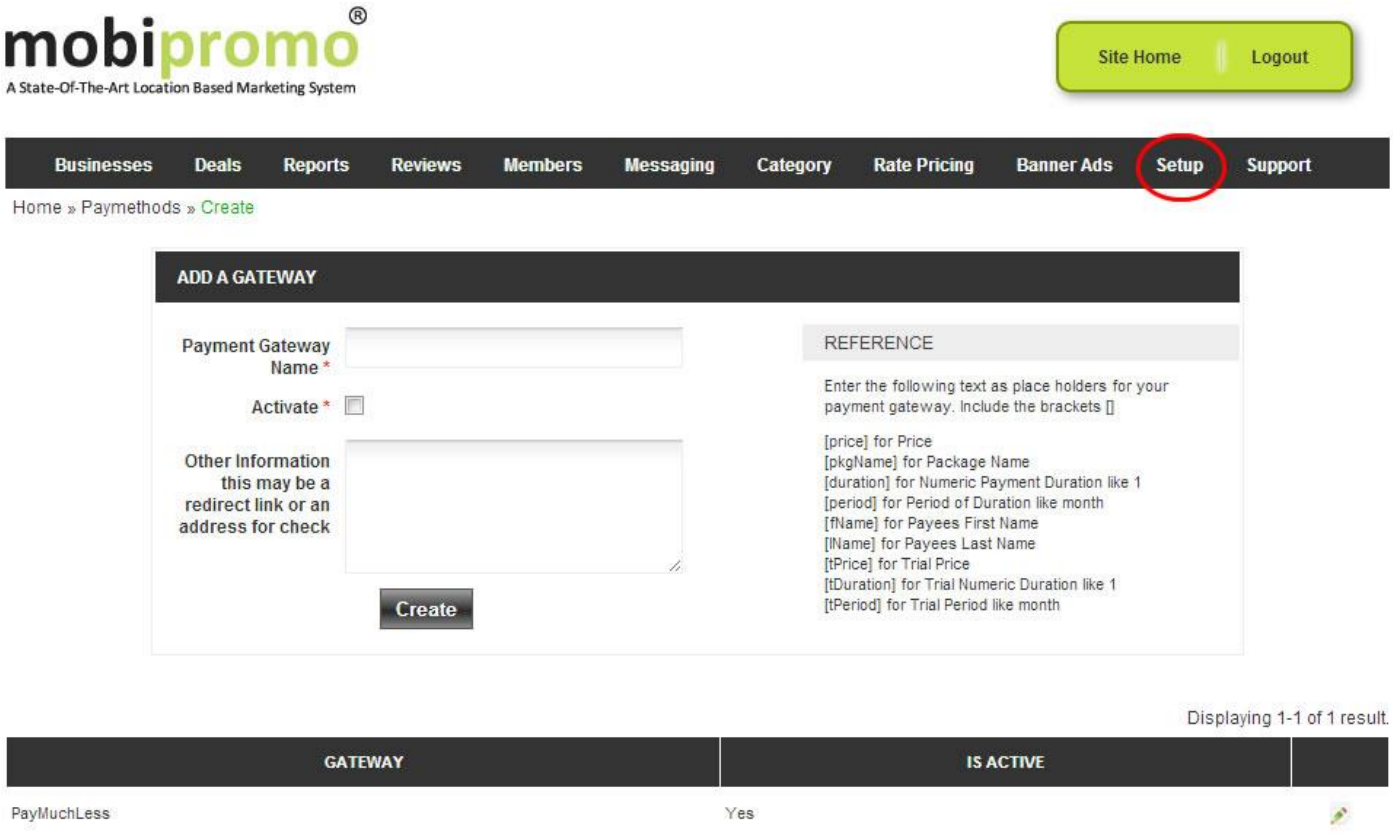
SYSTEM SETUP CONFIGURATION – DEVICE LOCATION ASSIGNMENT

Device location assignment is performed by clicking the Edit icon and the device properties window will open. To assign the device to location, select the location from the dropdown list of locations and click Assign To Location. All advertising assigned to that location by the system will now be displayed through the device.



SYSTEM SETUP CONFIGURATION – PAYMENT GATEWAY

A Payment Gateway system is provided, however because of the number of different merchant services providers you will probably require our assistance to configure a gateway service. Contact your representative to discuss your requirements.



SYSTEM SETUP CONFIGURATION – FREQUENTLY ASKED QUESTIONS SETUP

A FAQ generator is provided for both Shoppers (General Users) and Merchants. The operation is very simple.

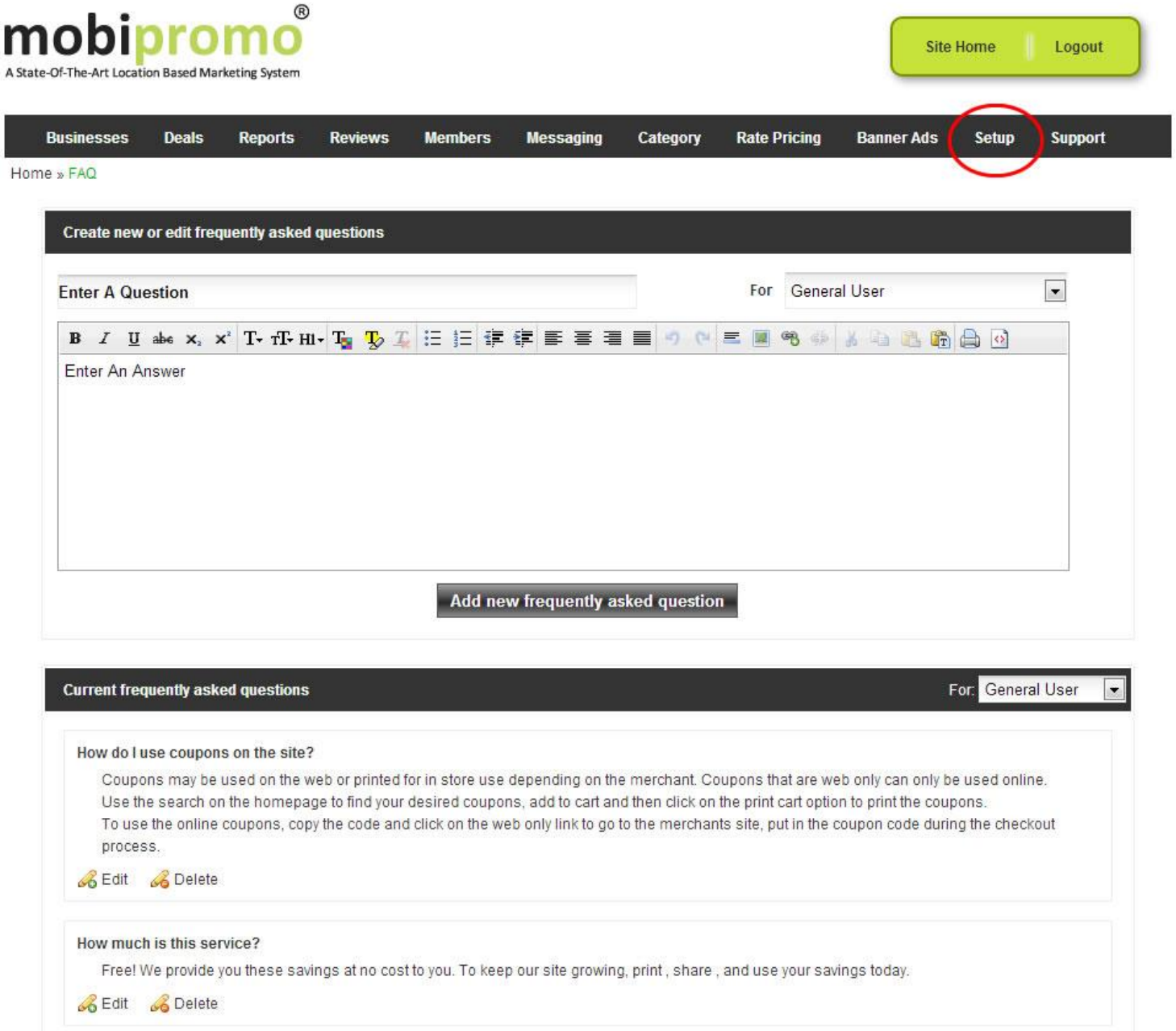
1/ Enter the Frequently Asked Question.

2/ Select which group the question applies to.

3/ Provide the answer in the text area using the HTML editor provided.

4/ Click Add new frequently asked question.

You can review, edit, or delete any FAQ.


mobipromo®
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Site Home
Logout
Businesses
Deals
Reports
Reviews
Members
Messaging
Category
Rate Pricing
Banner Ads
Setup
Support
Home » FAQ
Create new or edit frequently asked questions
Enter A Question
For
General User
Enter An Answer
Add new frequently asked question
Current frequently asked questions
For:
General User
How do I use coupons on the site?
Coupons may be used on the web or printed for in store use depending on the merchant. Coupons that are web only can only be used online.
Use the search on the homepage to find your desired coupons, add to cart and then click on the print cart option to print the coupons.
To use the online coupons, copy the code and click on the web only link to go to the merchants site, put in the coupon code during the checkout process.
Edit
Delete
How much is this service?
Free! We provide you these savings at no cost to you. To keep our site growing, print , share , and use your savings today.
Edit
Delete

SYSTEM SETUP CONFIGURATION – ADDITIONAL PAGES

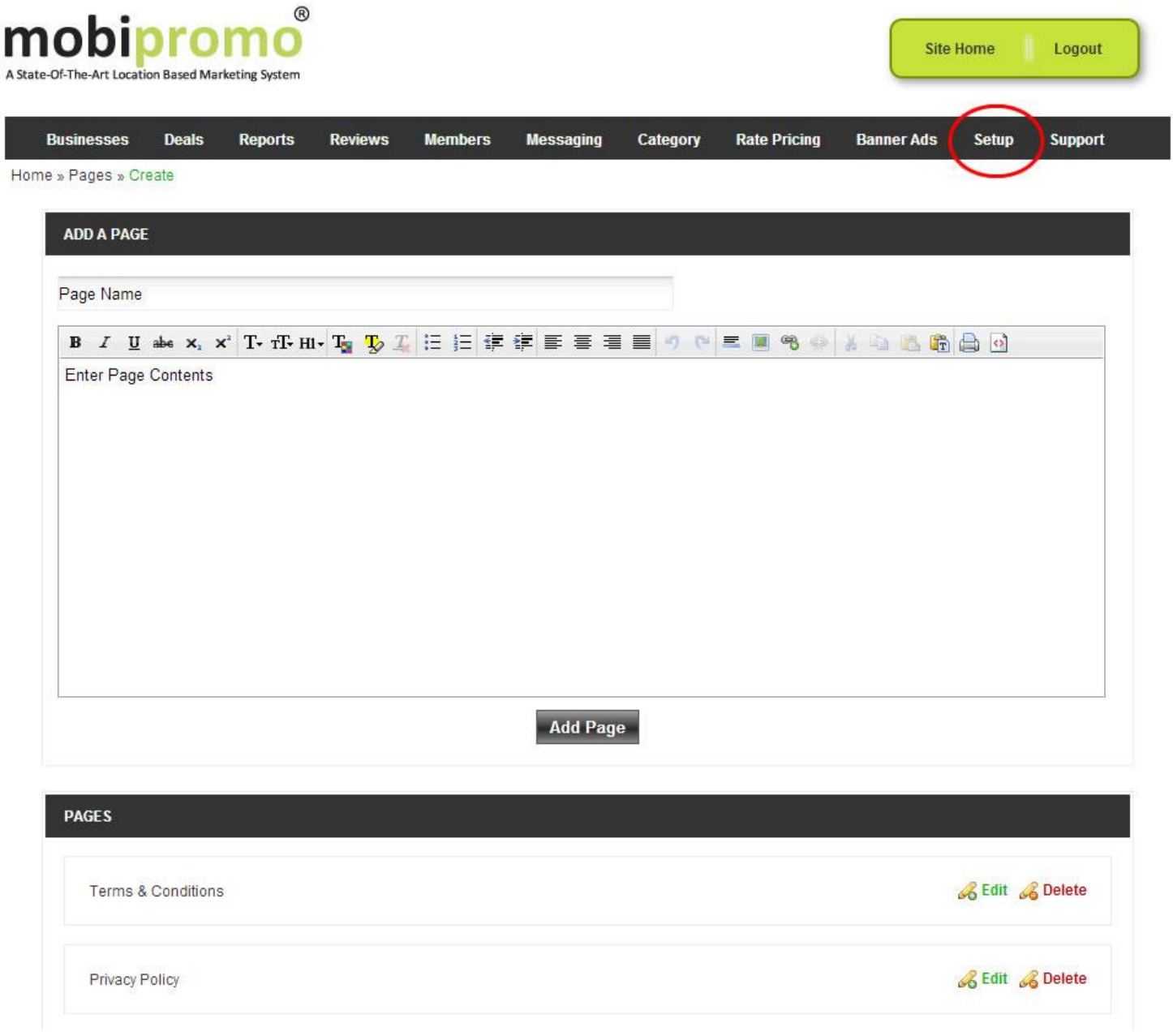
MobiPromo allows you to create additional pages whose links appear in the Shopper and Merchant portals at the bottom of each page.

To Add a Page:

Enter a name for the new page. The name is visible to end users.

Enter your page contents into the HTML editor provided.

Created pages appear below the editor section and can be edited or deleted at any time.



SECTION NOTES

BANNER ADVERTISING SECTION

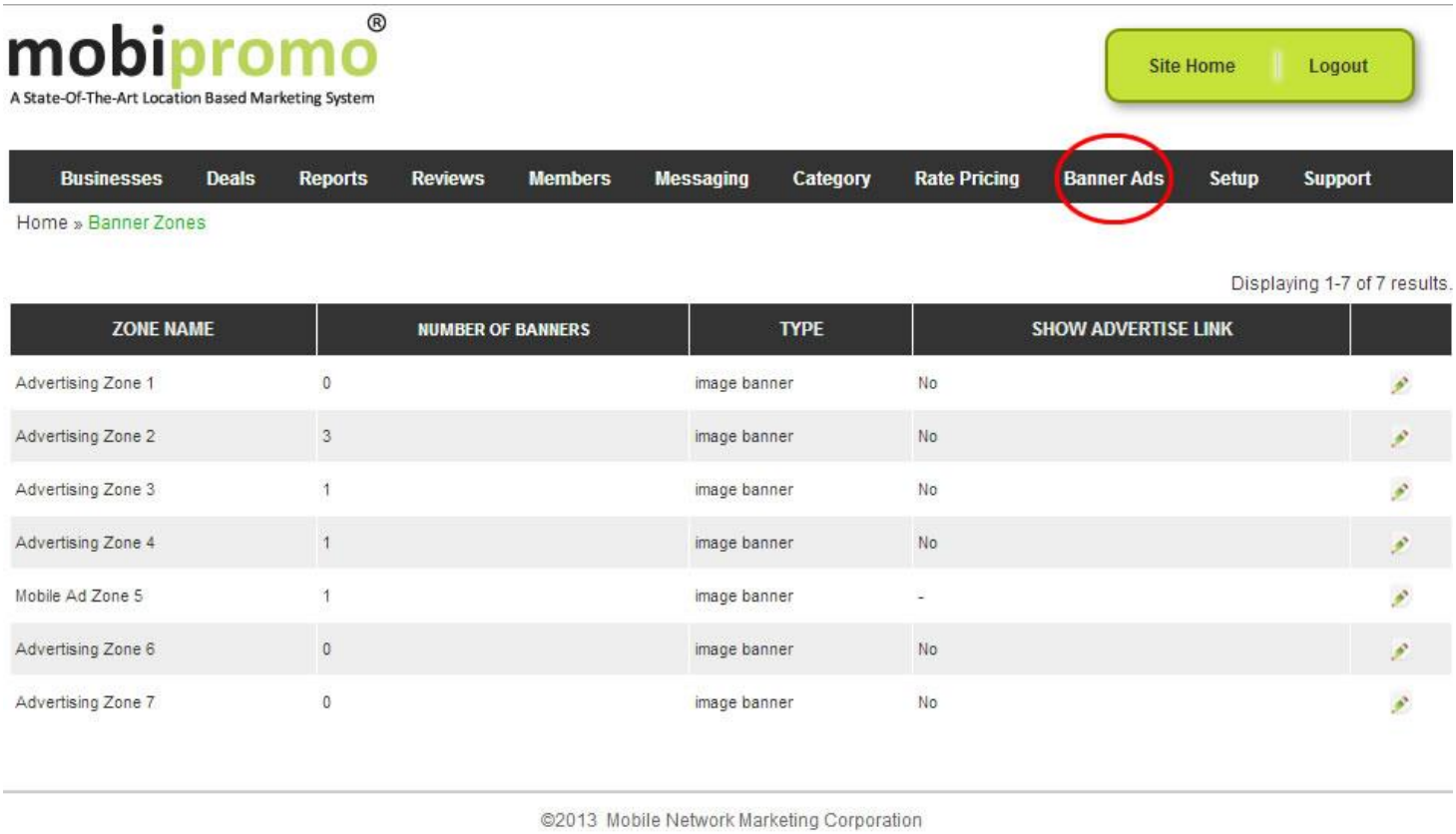
MobiPromo incorporates a Banner Advertising upsell section. This is completely independent from the coupon marketing section and it is unavailable to merchants through their account interface.

The Banner Section is designed for upsell of system advertising to local, regional, national, and International brands. Banners can also be used to promote Affiliate offers as a tertiary revenue stream.

BANNER ZONES & BANNER ZONE PROPERTIES

MobiPromo provides (7) Banner Zones. Six zones can be configured for the type of advertisement displayed. We support (3) different types of banner creative: Image, Script, and Text. Zone 5 - Mobile only accepts images.

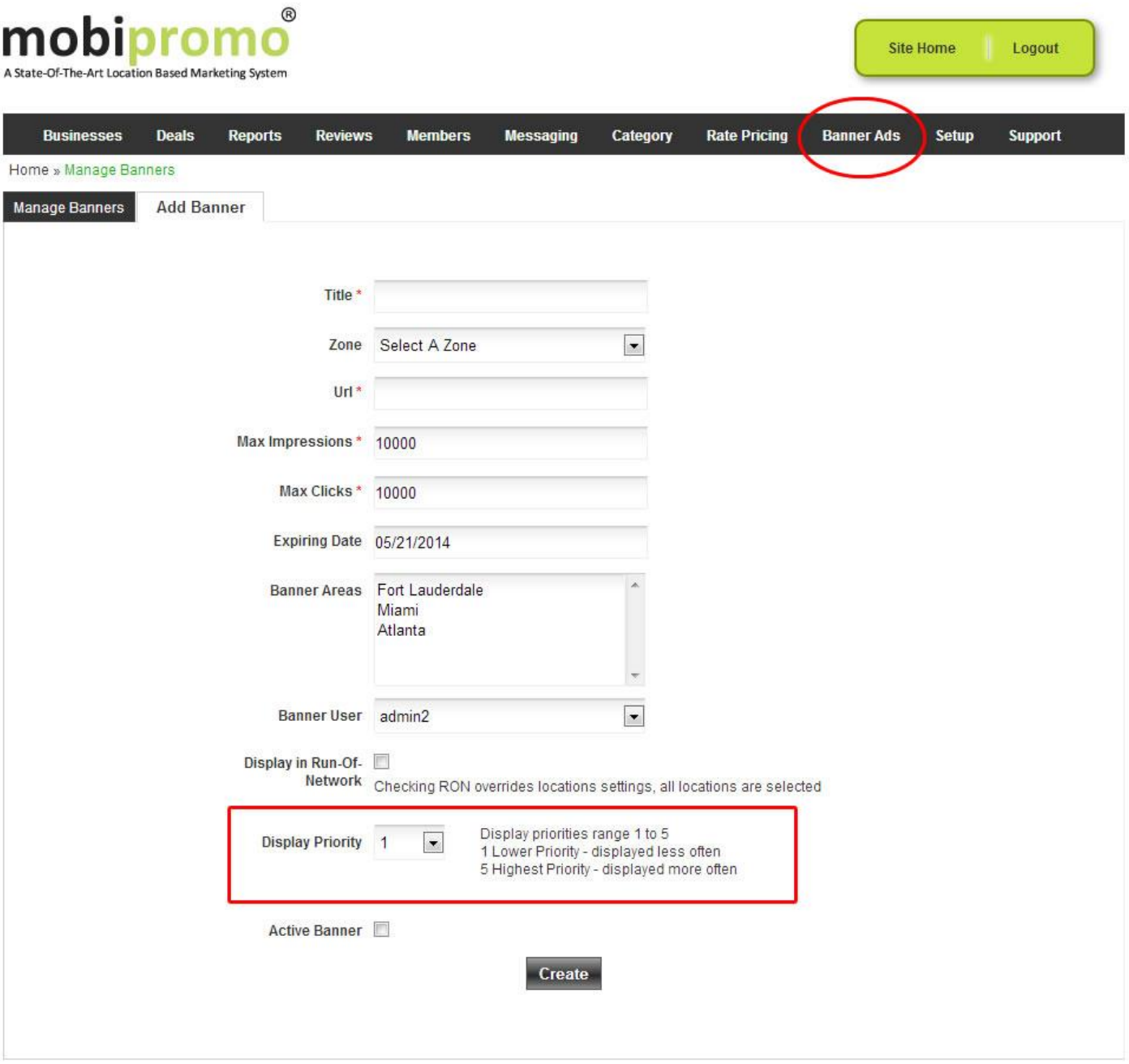
Banner locations can also be used as an independent verification tracking system if required by using a transparent tracking pixel.



BANNER ZONE AD PRIORITY SYSTEM

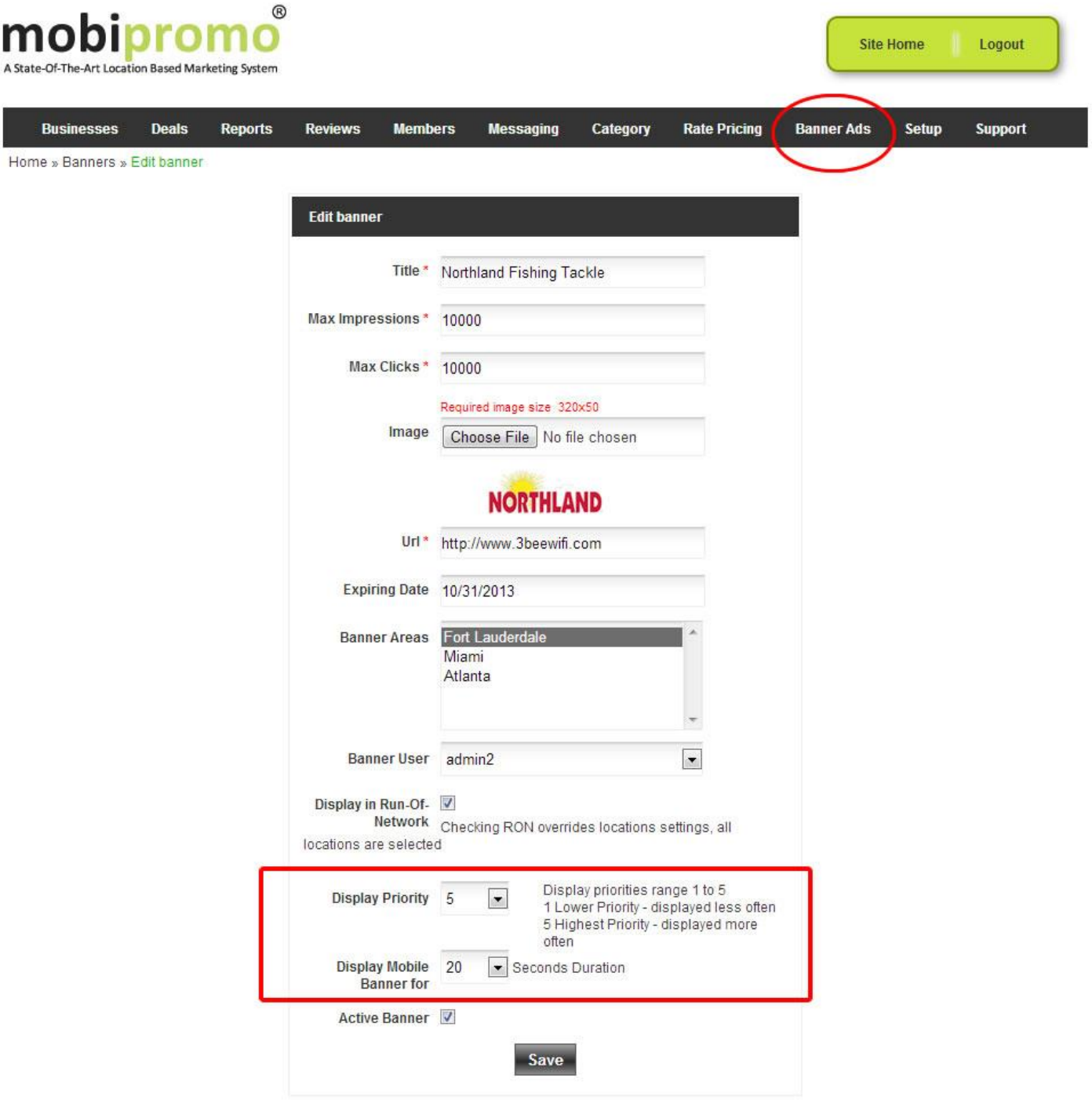
All Banner Zones contain our Ad weighting/Ad priority system. Priorities or weights can be set to display a banner with more or less frequency.

In Banner Zones 1, 2, 3, 4, 6, and 7 banners are swapped on Page Load.



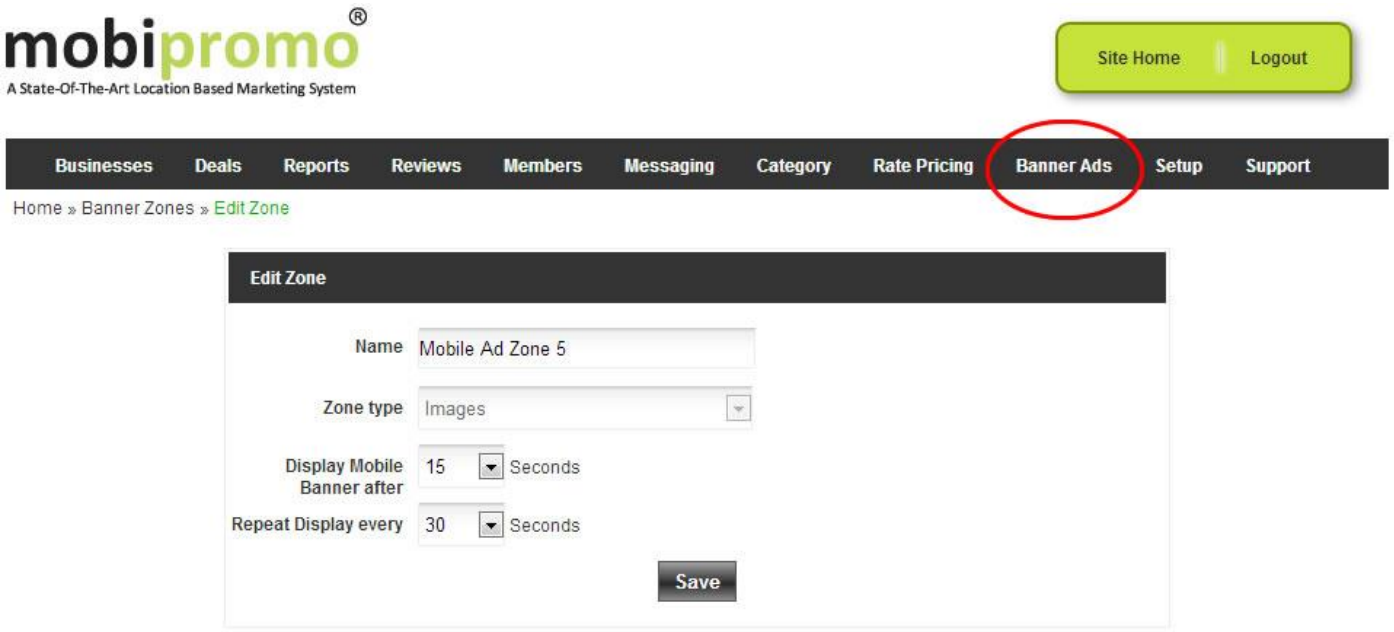
MOBILE BANNER ADDITIONAL SETTINGS

Banner Zone 5 (Mobile) includes a banner display timer and duration settings. Providing a means to control the time after page load before the banner appears and how long a banner is displayed for before being replaced by another banner.



MOBILE BANNER ZONE CONFIGURATION SETTINGS

Mobile banner display settings control banner cycling.



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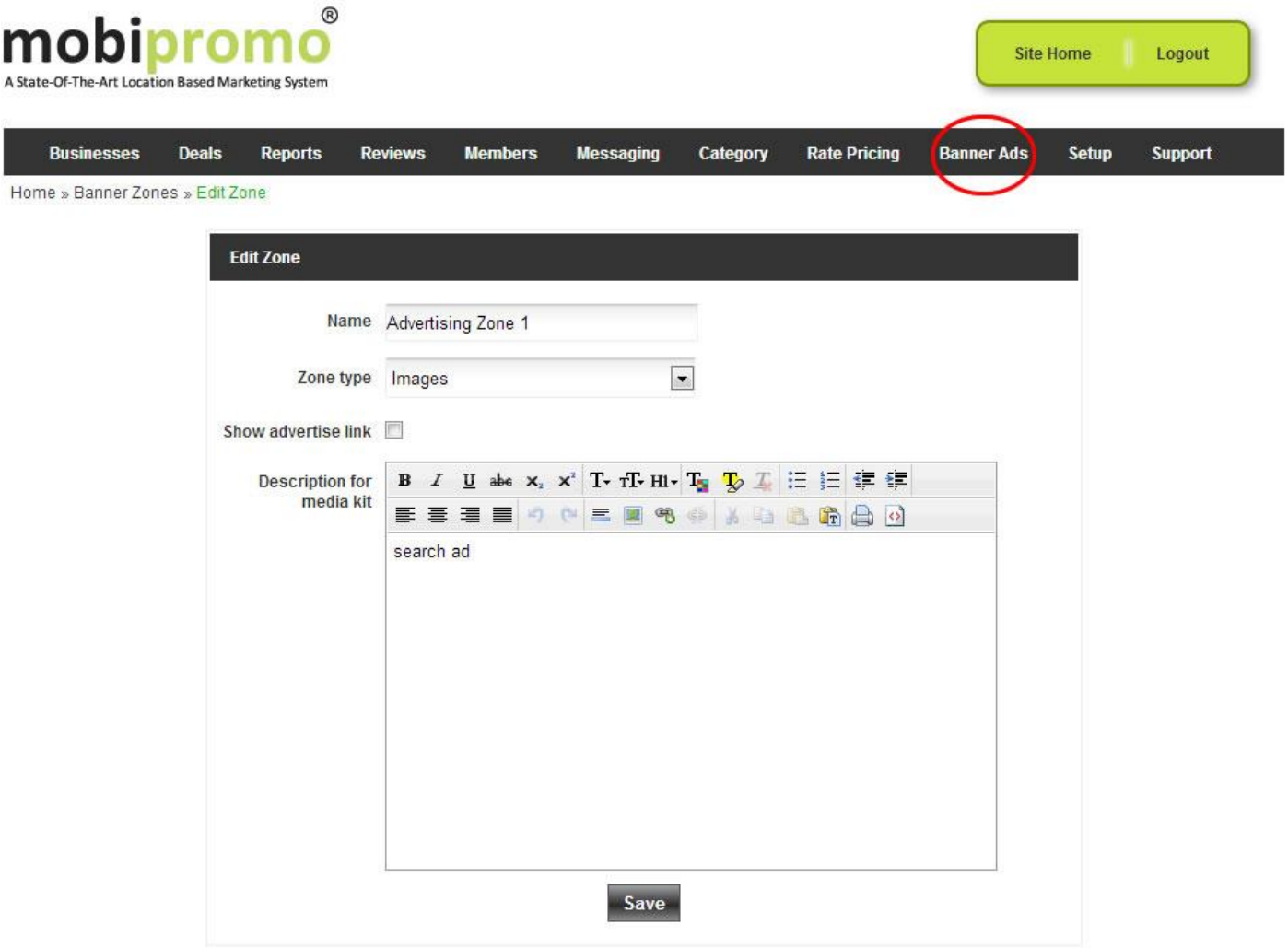
BANNER ZONE PROPERTIES

Selecting the Zone Type dropdown selects the type of banner to be displayed. Options are Text Banner, Script Banner, and Image Banner.

Checking the Show advertise link places the Advertise on the Banner display. Clicking on this link takes the User to a page with the content of the Media Kit, which is created using the HTML editor below.



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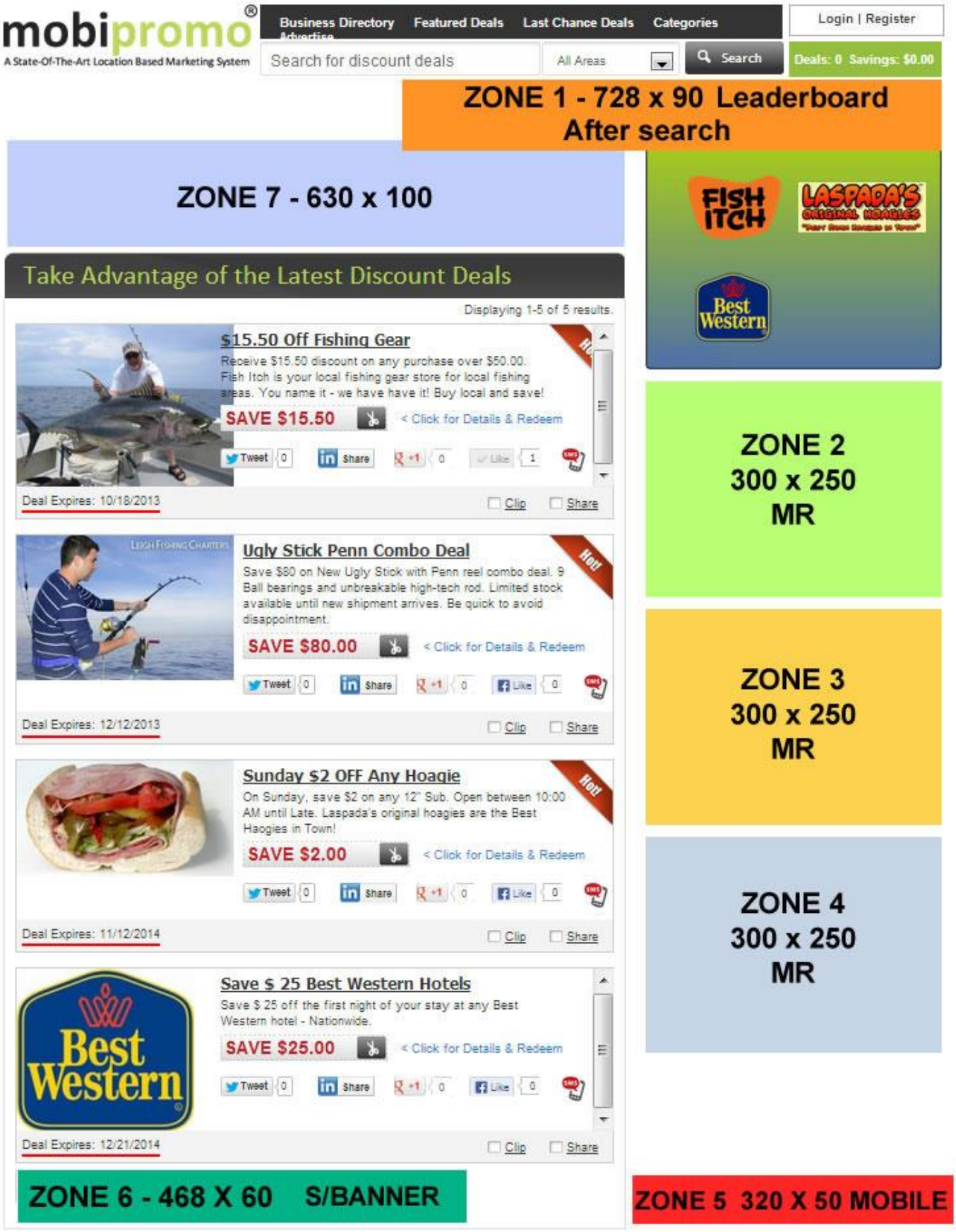
BANNER ZONE LOCATIONS


mobipromo
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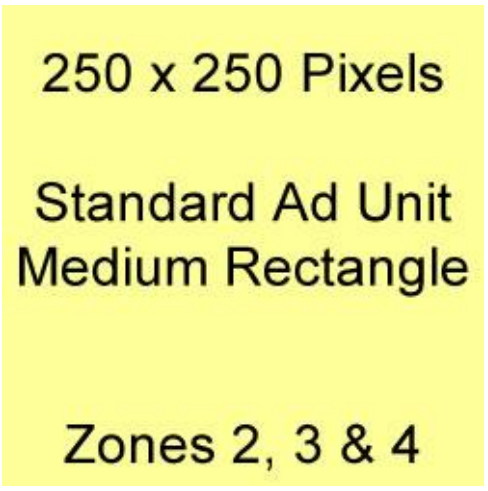
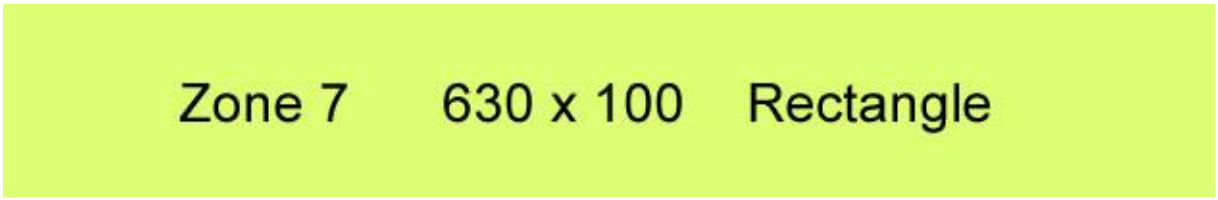
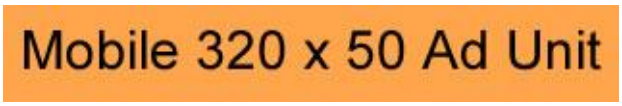
Business Directory
Featured Deals
Last Chance Deals
Categories
Login | Register
Search for discount deals
All Areas
Search
Deals: 0 Savings: $0.00
ZONE 1 - 728 x 90 Leaderboard
After search
ZONE 7 - 630 x 100
FISH ITCH
LASPADA'S ORIGINAL HOAGIES
Best Western
Take Advantage of the Latest Discount Deals
Displaying 1-5 of 5 results.
$15.50 Off Fishing Gear
Receive $15.50 discount on any purchase over $50.00. Fish Itch is your local fishing gear store for local fishing areas. You name it - we have have it! Buy local and save!
SAVE $15.50
< Click for Details & Redeem
Deal Expires: 10/18/2013
Clip
Share
Ugly Stick Penn Combo Deal
Save $80 on New Ugly Stick with Penn reel combo deal. 9 Ball bearings and unbreakable high-tech rod. Limited stock available until new shipment arrives. Be quick to avoid disappointment.
SAVE $80.00
< Click for Details & Redeem
Hot!
Deal Expires: 12/12/2013
Sunday $2 OFF Any Hoagie
On Sunday, save $2 on any 12" Sub. Open between 10:00 AM until Late. Laspada's original hoagies are the Best Haogies in Town!
SAVE $2.00
Deal Expires: 11/12/2014
Save $ 25 Best Western Hotels
Save $ 25 off the first night of your stay at any Best Western hotel - Nationwide.
SAVE $25.00
Deal Expires: 12/21/2014
ZONE 6 - 468 X 60 S/BANNER
ZONE 2
300 x 250
MR
ZONE 3
300 x 250
MR
ZONE 4
300 x 250
MR
ZONE 5 320 X 50 MOBILE

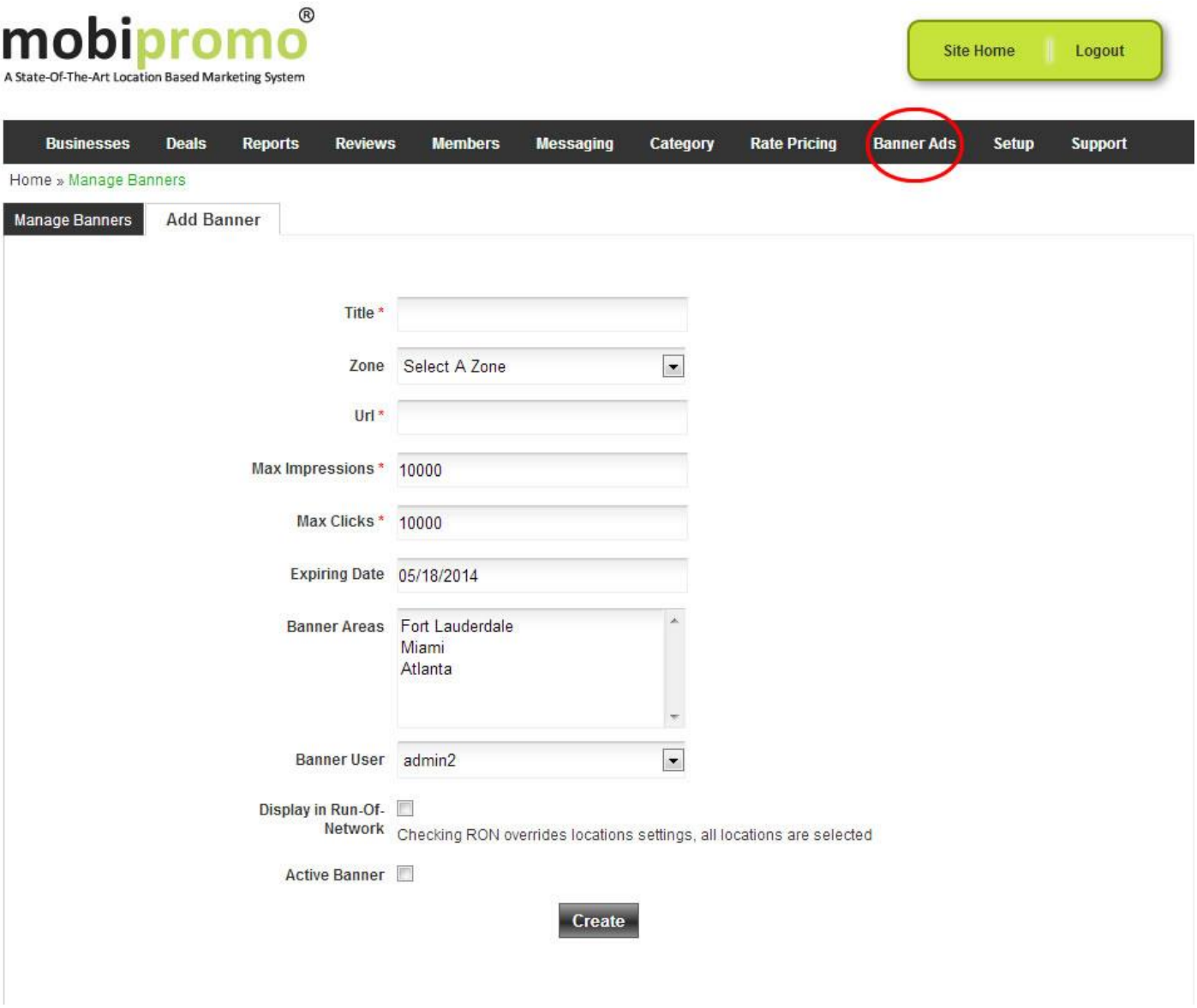
BANNER SIZES AND SHAPES



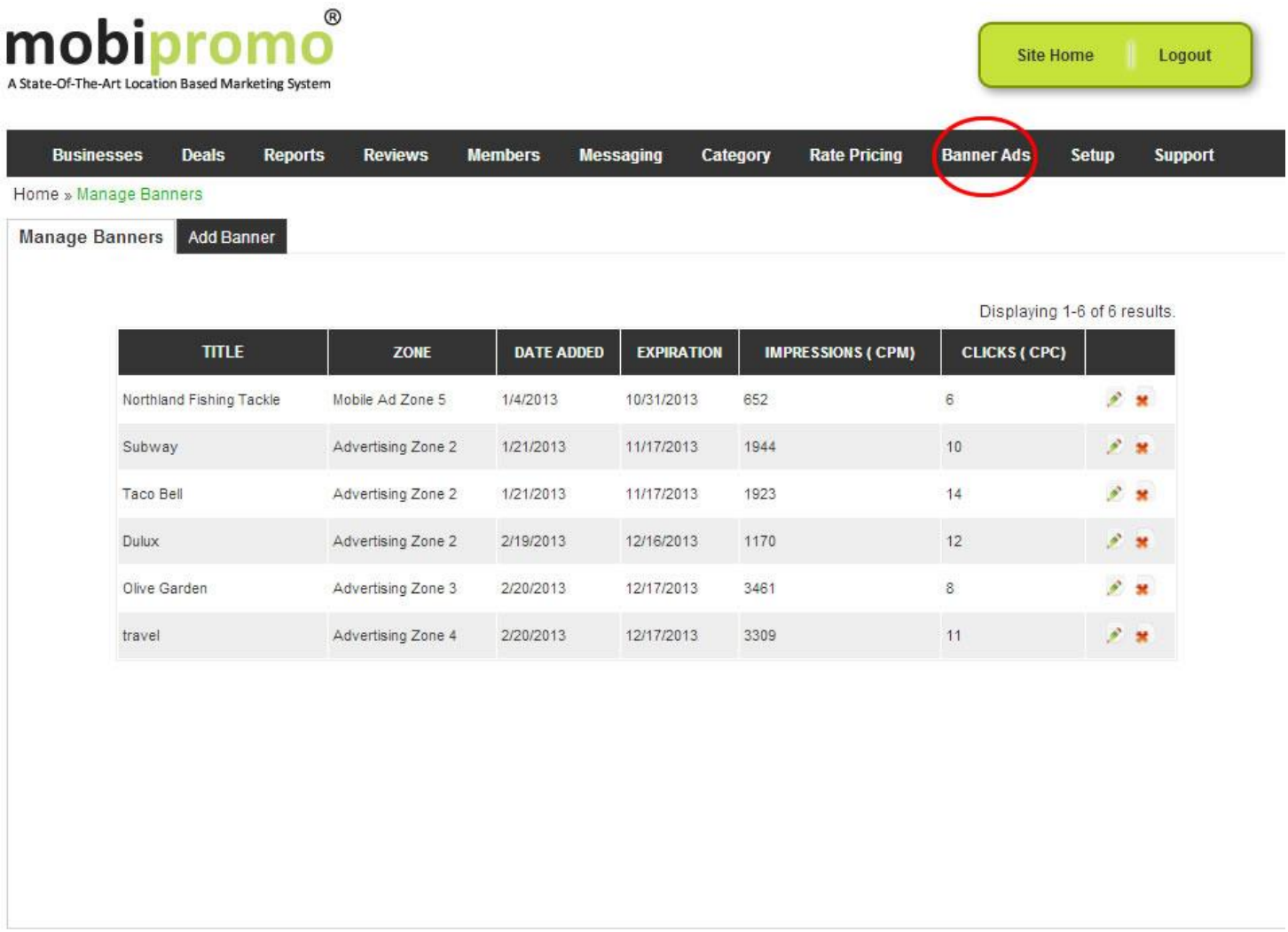




ADD A BANNER

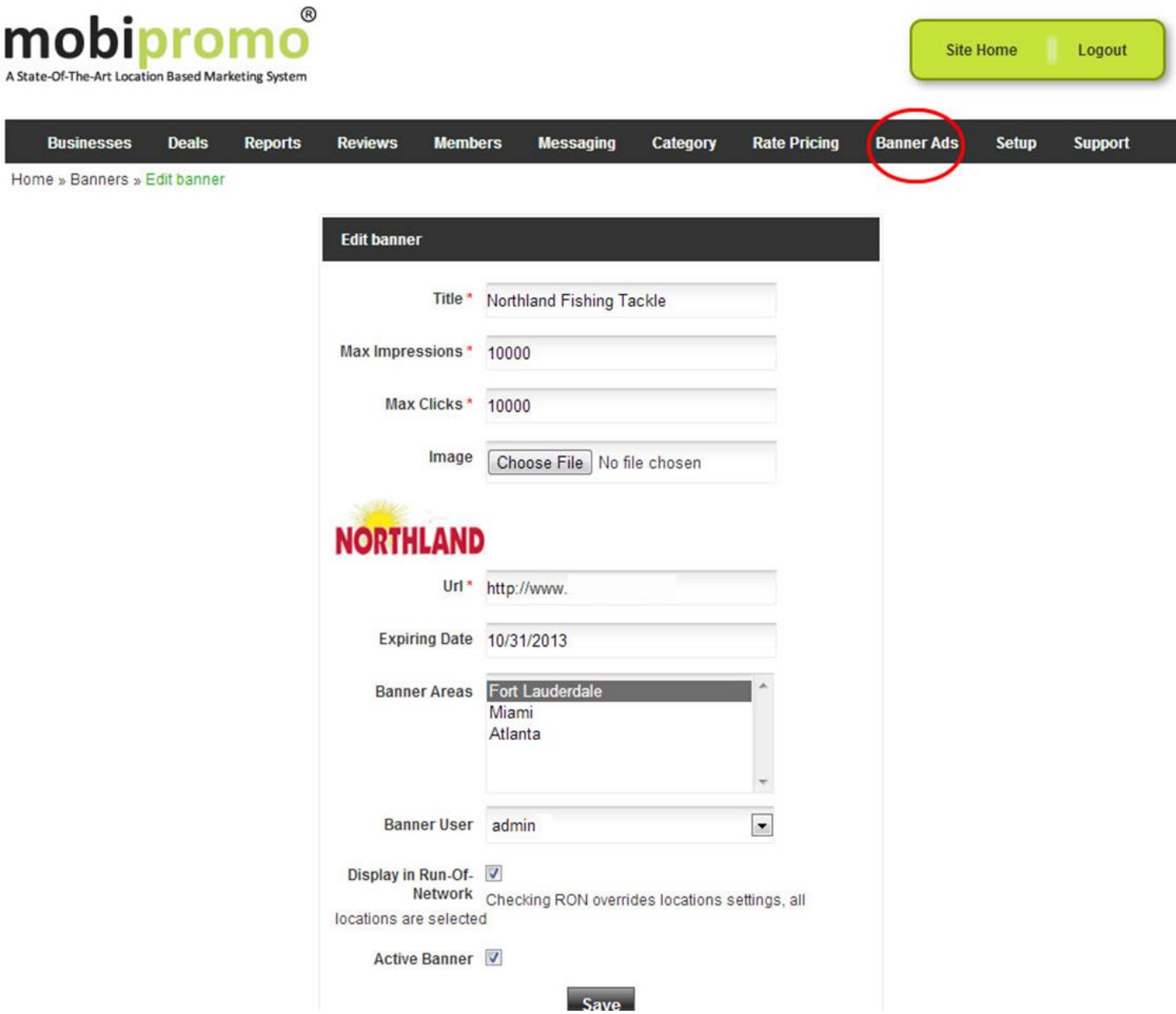

mobipromo®
A State-Of-The-Art Location Based Marketing System
Site Home
Logout
Businesses
Deals
Reports
Reviews
Members
Messaging
Category
Rate Pricing
Banner Ads
Setup
Support
Home » Manage Banners
Manage Banners
Add Banner
Title *
Zone
Select A Zone
Url *
Max Impressions *
10000
Max Clicks *
10000
Expiring Date
05/18/2014
Banner Areas
Fort Lauderdale
Miami
Atlanta
Banner User
admin2
Display in Run-Of-Network
Checking RON overrides locations settings, all locations are selected
Active Banner
Create

MANAGE BANNERS



EDIT BANNER CAMPAIGNS

You can edit a Banner campaign at any time by clicking on the Edit icon in the Banner Management area.

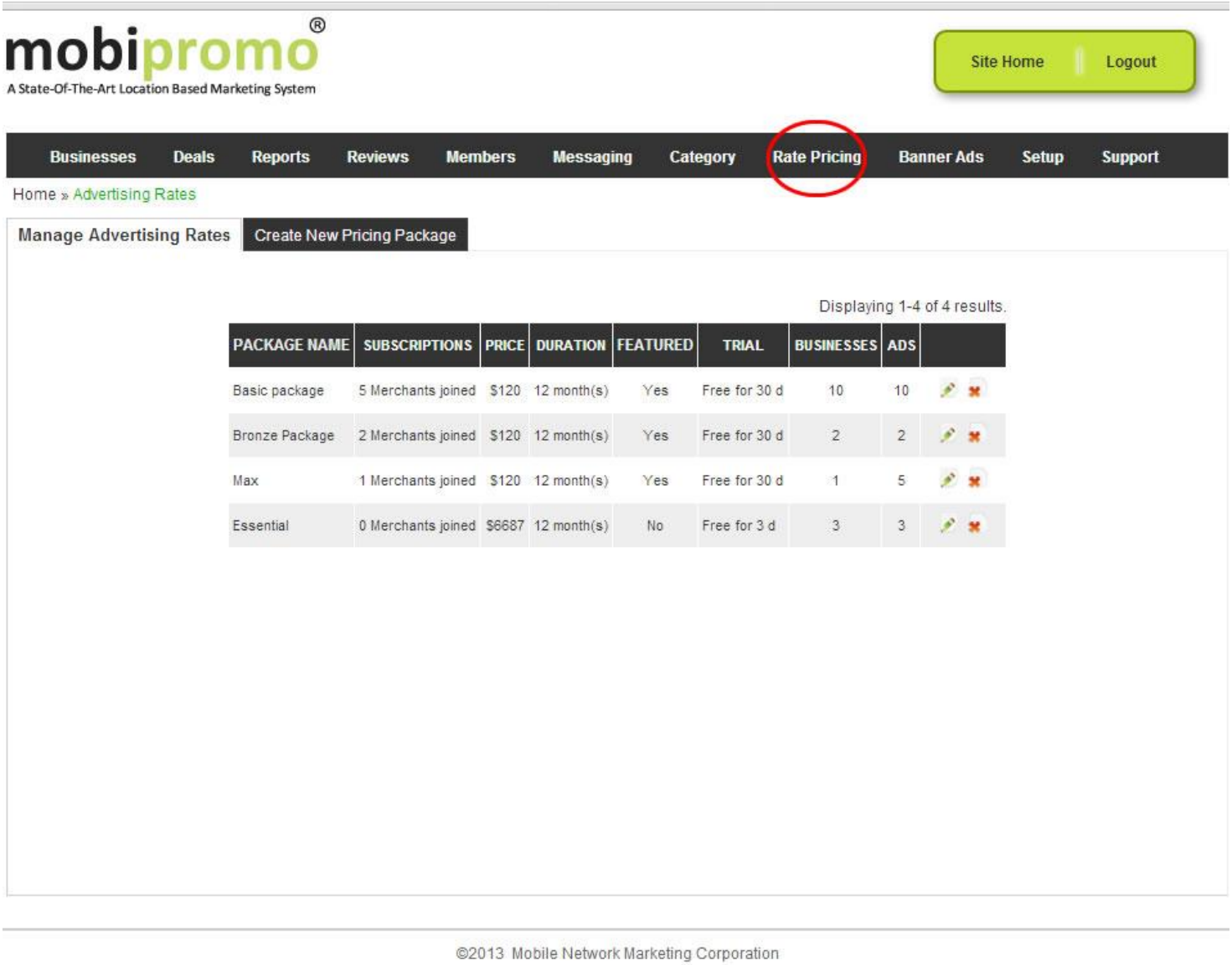


SECTION NOTES

ADVERTISING RATE PRICING AND SUBSCRIPTION MANAGEMENT

MANAGE RATE PRICING

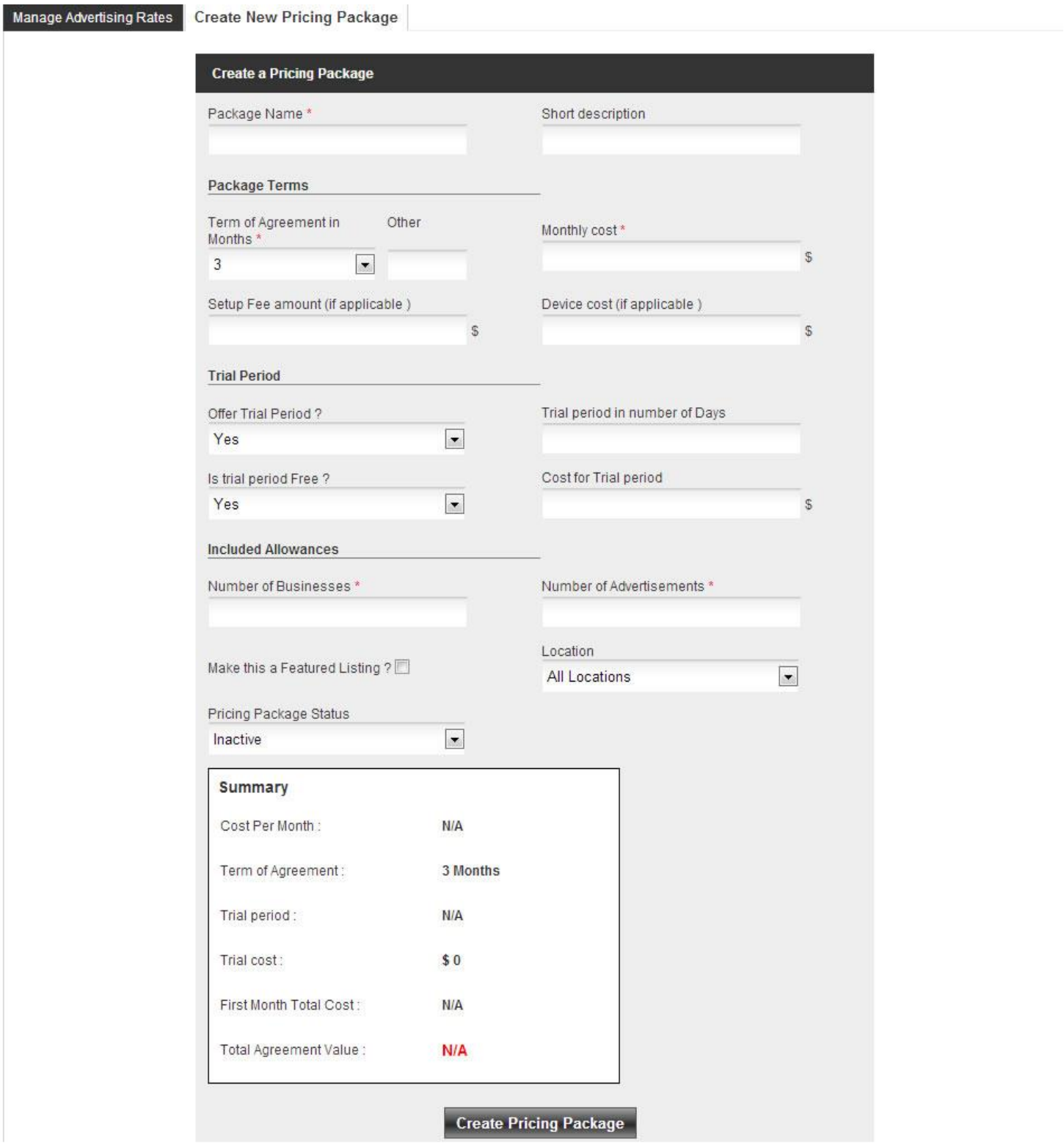
NB: You can only edit Advertising Rate Pricing Package if it has no subscribers.



CREATE NEW SUBSCRIPTION RATE PACKAGE

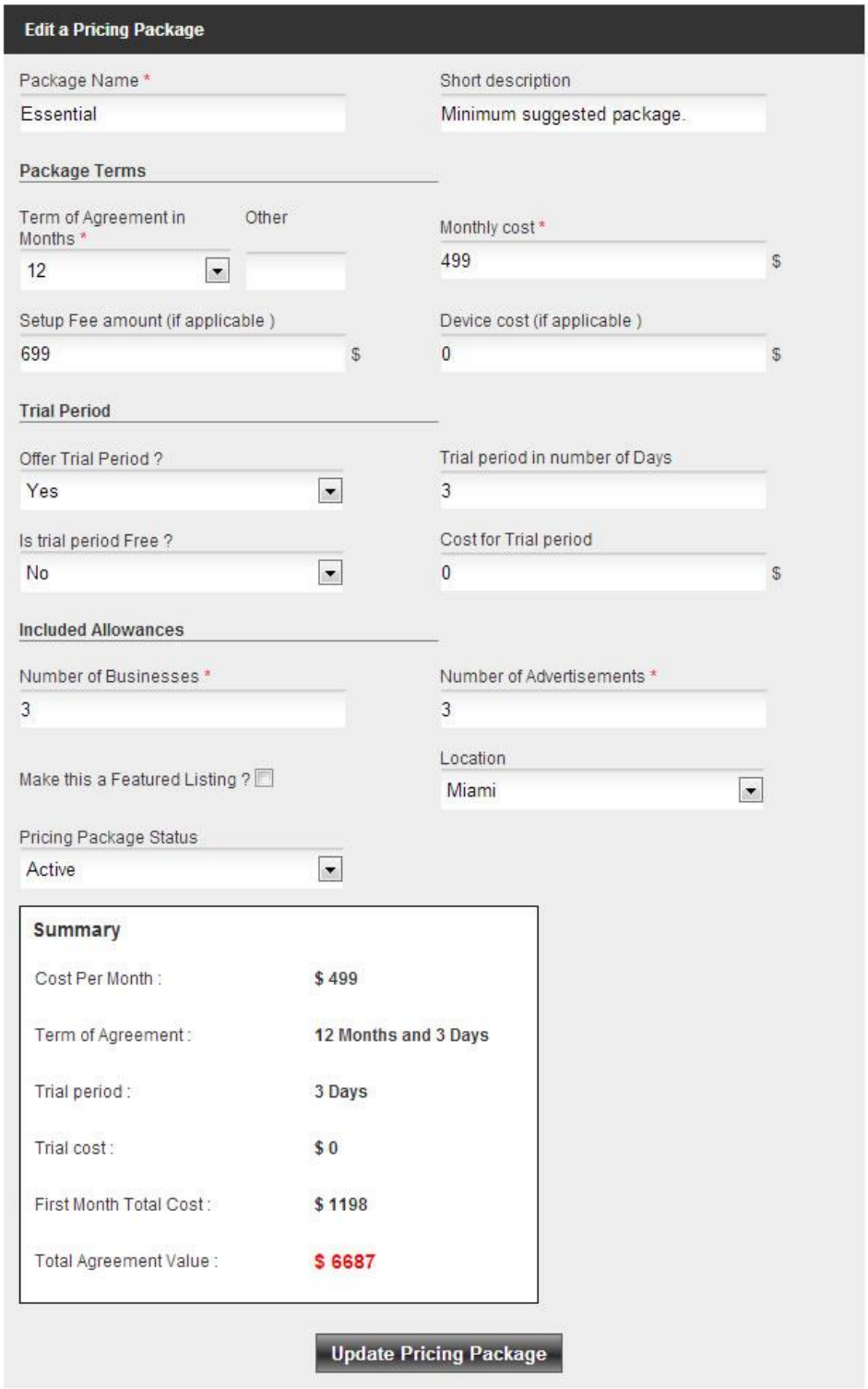
Subscription package creation has been upgraded to make it easier to create a new subscription package. The summary area auto-calculates the entire package making it very clear what a package contains and values.

NB: Package Name is the subscription package name that is visible to merchants throughout the system.



UPDATE EXISTING SUBSCRIPTION PACKAGE

NB: You can only edit Advertising Rate Pricing Package if it has no subscribers.



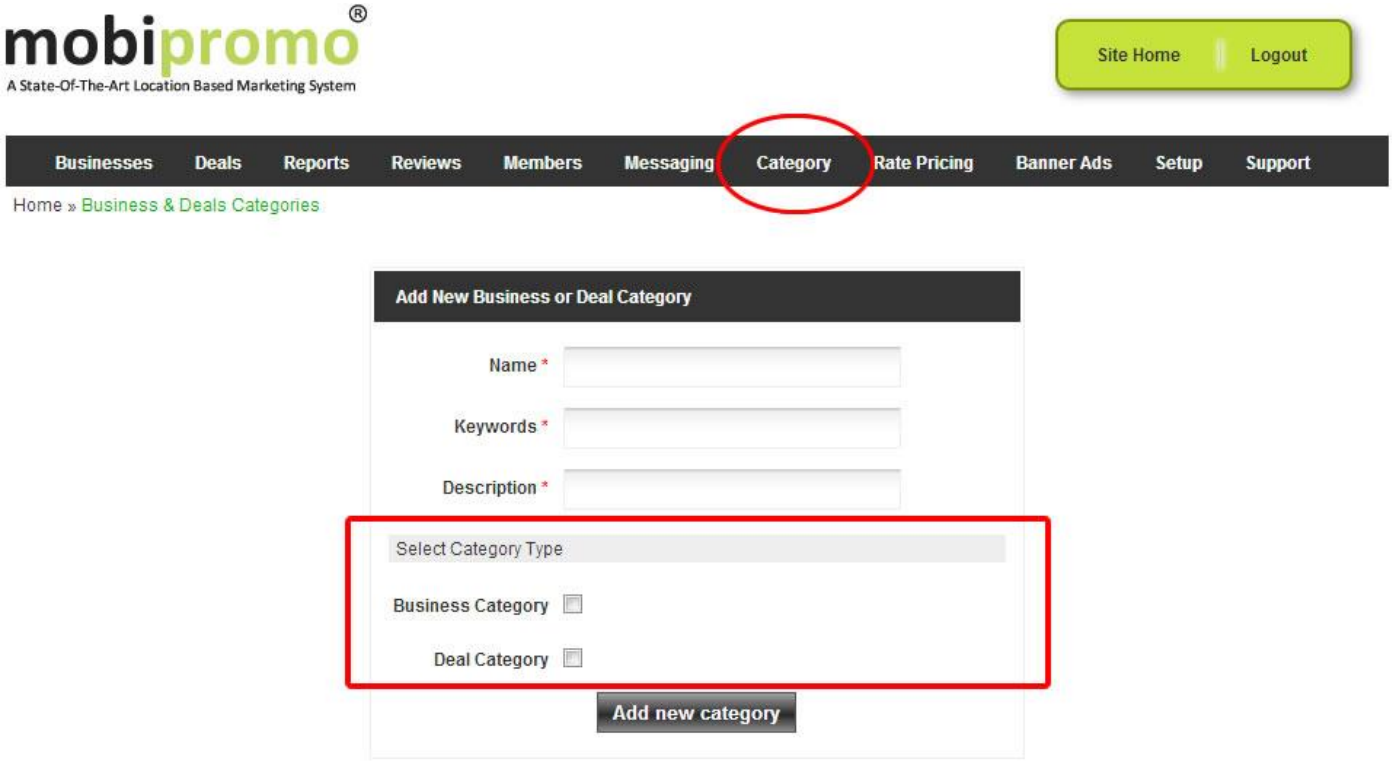
It is not possible to change the principle properties of an existing rate package that has subscribers.

SECTION NOTES

CATERGORIES SECTION

ADD NEW A NEW CATERGORY

Category names are listed under the Category menu and Business menu.
Keywords and descriptions are used by our contextual engine to match with Shopper behaviour. Duplicating keywords in multiple categories will reduce accuracy.
Select whether this is a Business or Deal category or both.



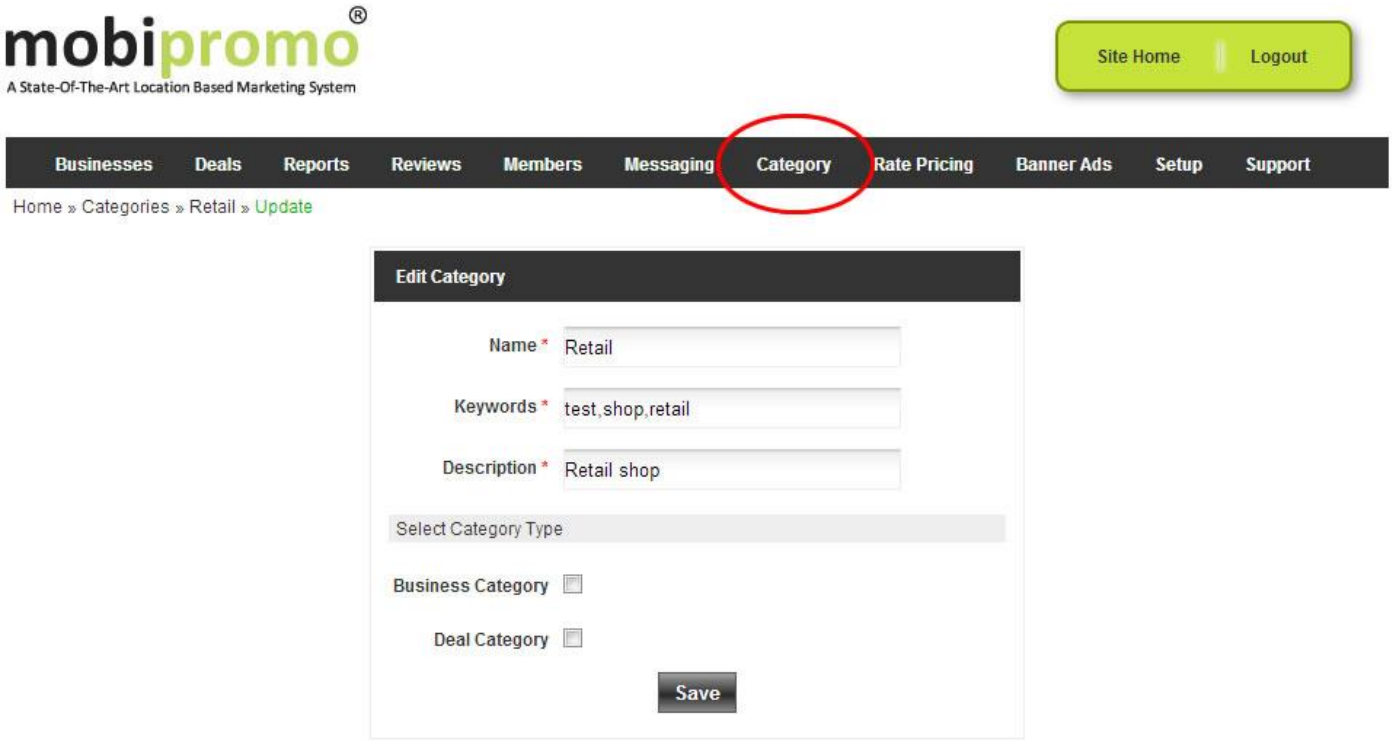
Show Deal Categories | Show Business Categories

Total 10 results.

NAME	KEYWORDS	DESCRIPTION	
Apparel	apparel,attire,clothing,suit		
Bank	bank,money,fianance,loan,card,credit,checking,savings,investment,deposit,interest	Banks provide a safe and secure savings.	
Boats	boating,boats,marine,electric boats		
Fishing	fishing rod, reel, fishing line, bait, hooks, sinker, swivel, monofilament, big game fishing,	All fishing related	
Food	restaurant,food,dining	Eateries, supermarkets, etc.	
Hardware	hardware, tools, housewares		
Hotels	hotel, motel, accomodation,travel,	hotel, motel, accomodation,travel,	
Medical	doctor,hospital,medicine	Medical services	
Retail	test,shop,retail	Retail shop	

EDITING A CATEGORY

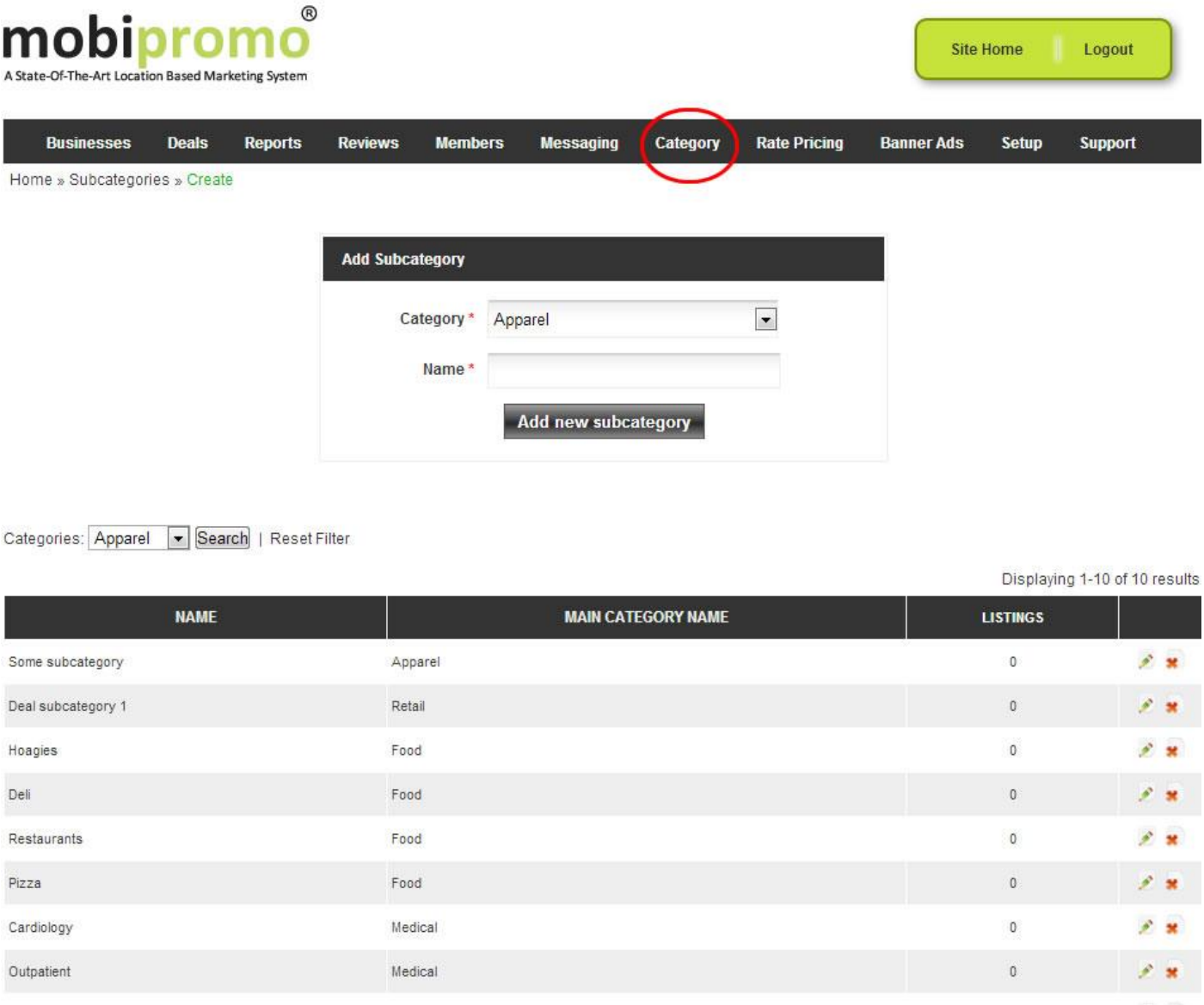
A Category can be edited by selecting Show Deal Categories or Show Business Categories, then by clicking the Edit icon for that Category.



SUBCATEGORIES

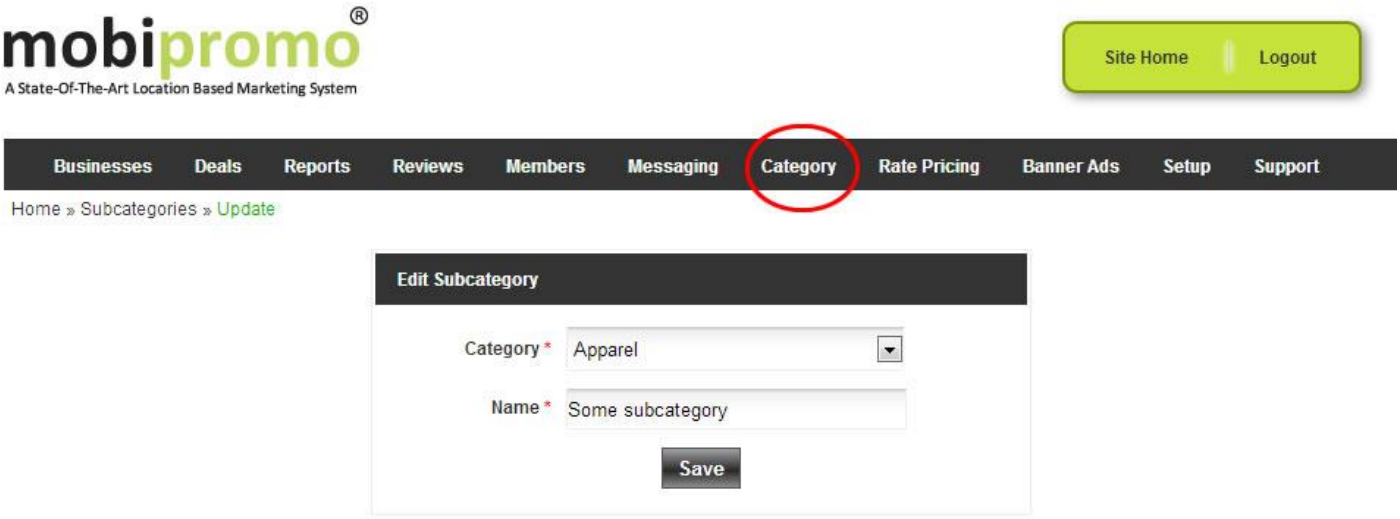
ADDING SUB-CATEGORIES

Subcategories are added in the same way as main categories; however, no keywords or descriptions are required for subcategories.



EDITING A SUB-CATEGORY

Subcategories are edited in the same way as main categories.



SECTION NOTES

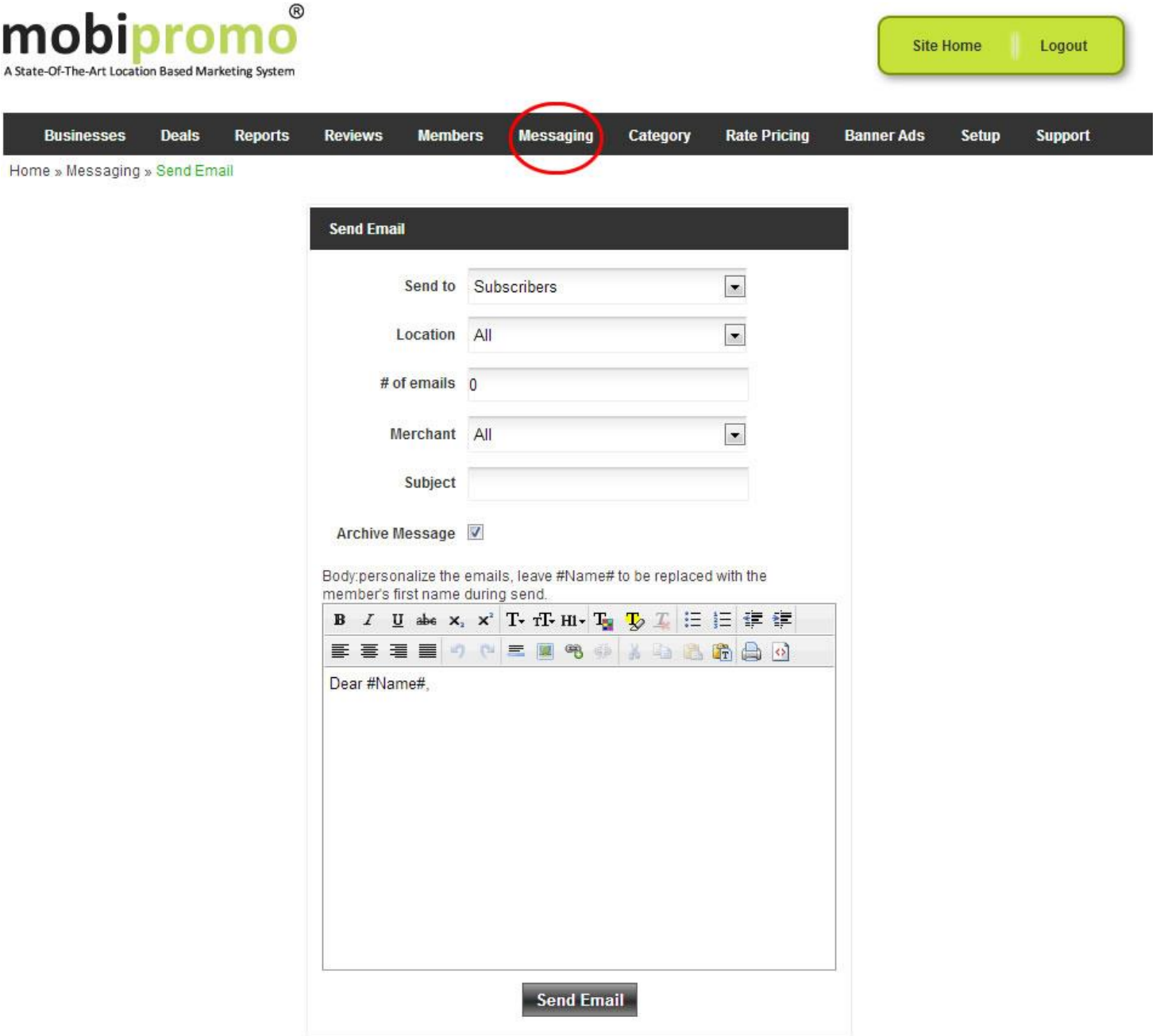
MESSEGING SYSTEMS

Email & Text messaging is principally designed as an upsell service to merchants wanting to reach system users not yet subscribed to their email newsletter/mailing list contained within the Merchant account system.

Email messaging can also be used to contact merchants about new offers and packages offered.

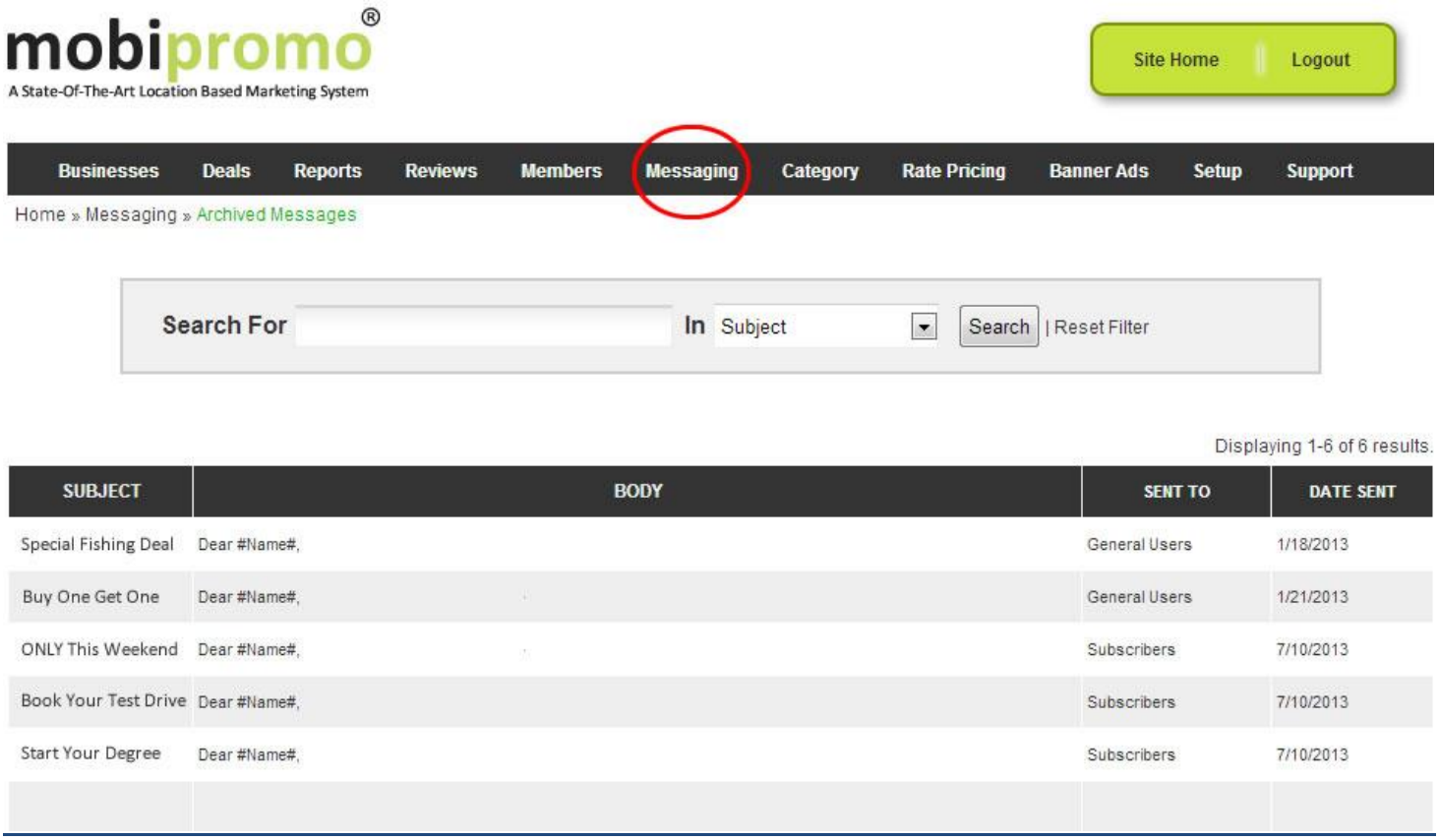
EMAIL MESSAGING

Email messages can be sent through the system as a special announcement to all system Shoppers (General Users), to Merchants, and/or Admin Users. .



EMAIL ARCHIVES

All emails sent by the system are added to the system email archive.

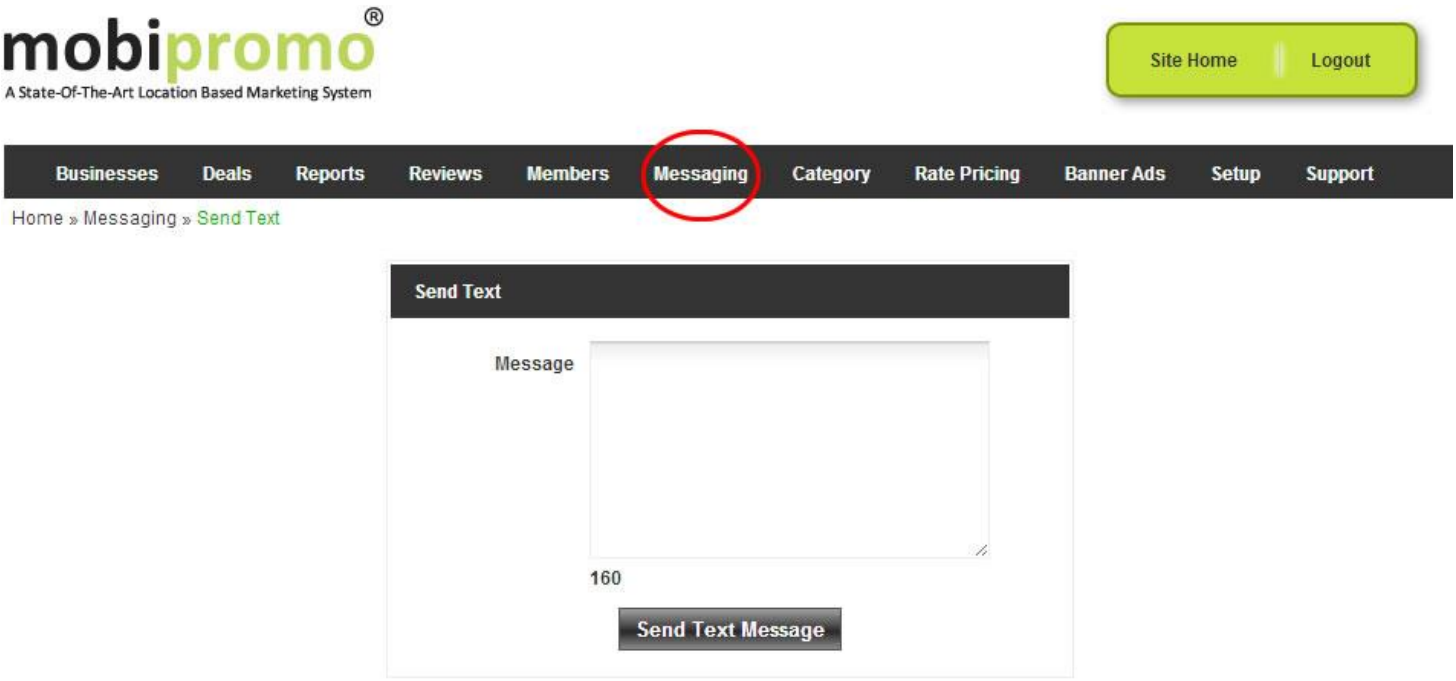


TEXT MESSAGING

Text messaging is an Admin upsell tool, used for special announcements/offers. Bulk Text messages sent through MobiPromo are sent to registered Shoppers only.

Text messages are Carrier limited to a maximum of 160 characters.

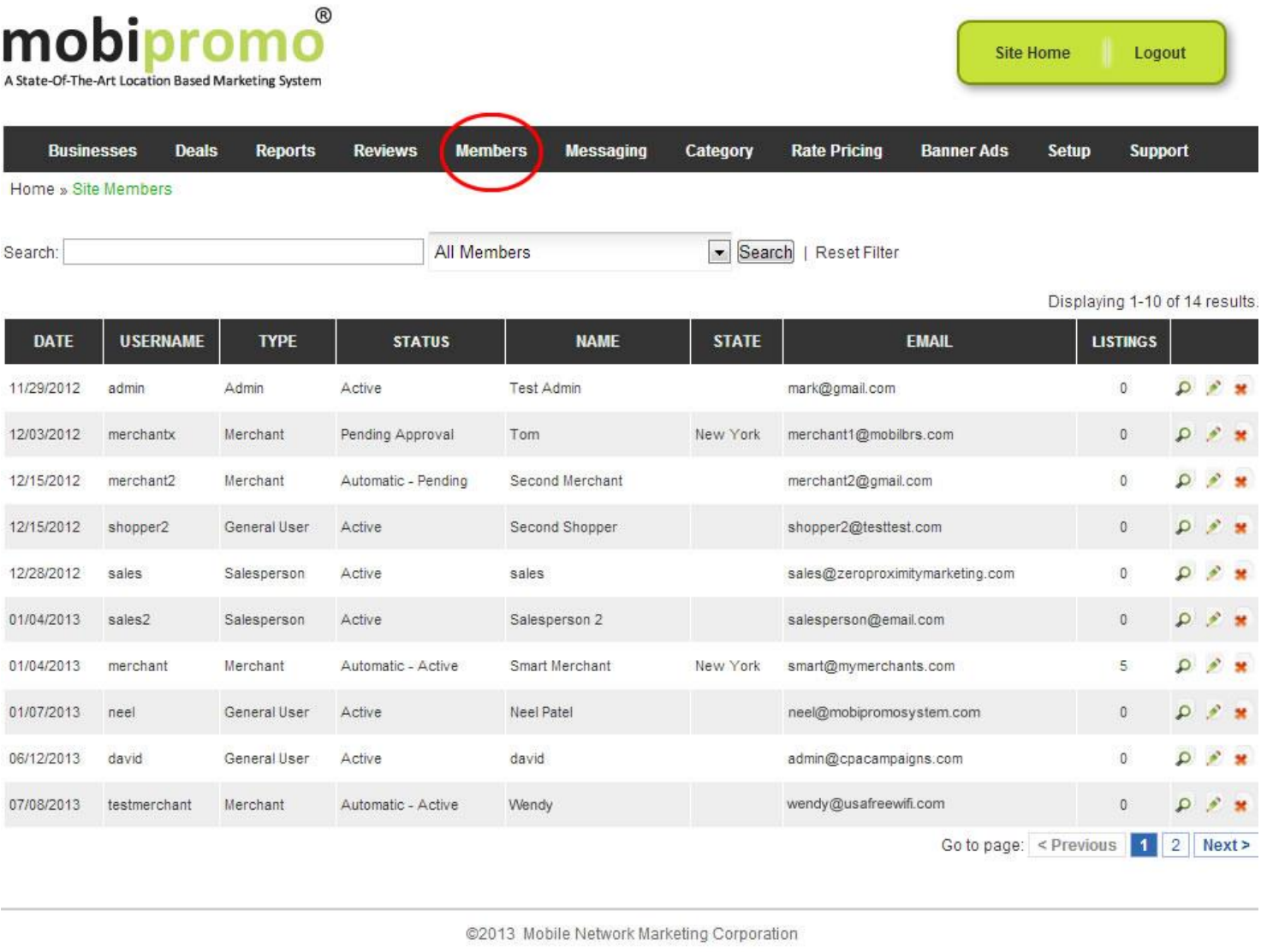
Text messages are delivered via the account settings configured in Settings/ Email/Text Settings Tab.



SECTION NOTES

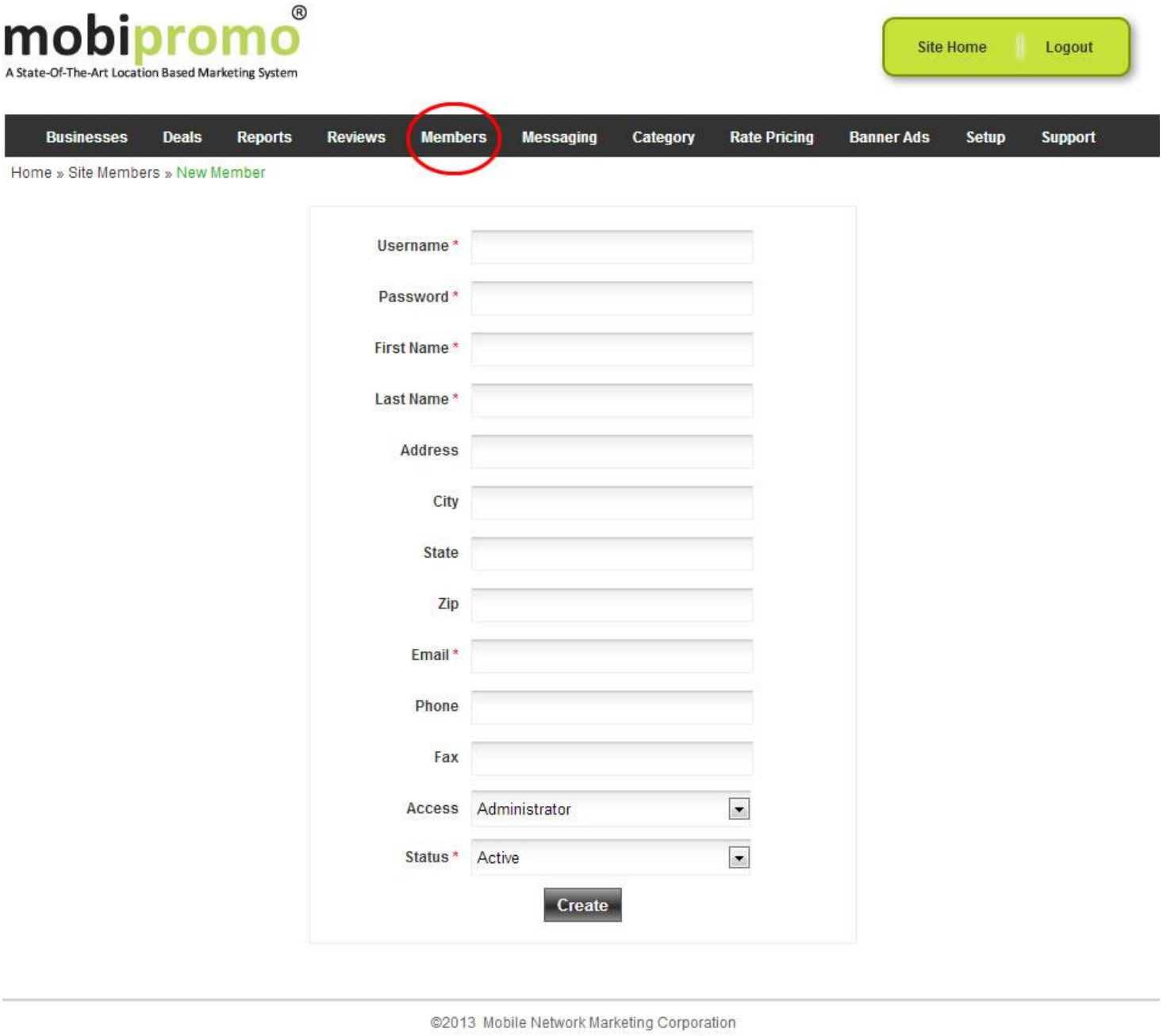
MEMBERSHIP SYSTEM

MEMBER OVERVIEW



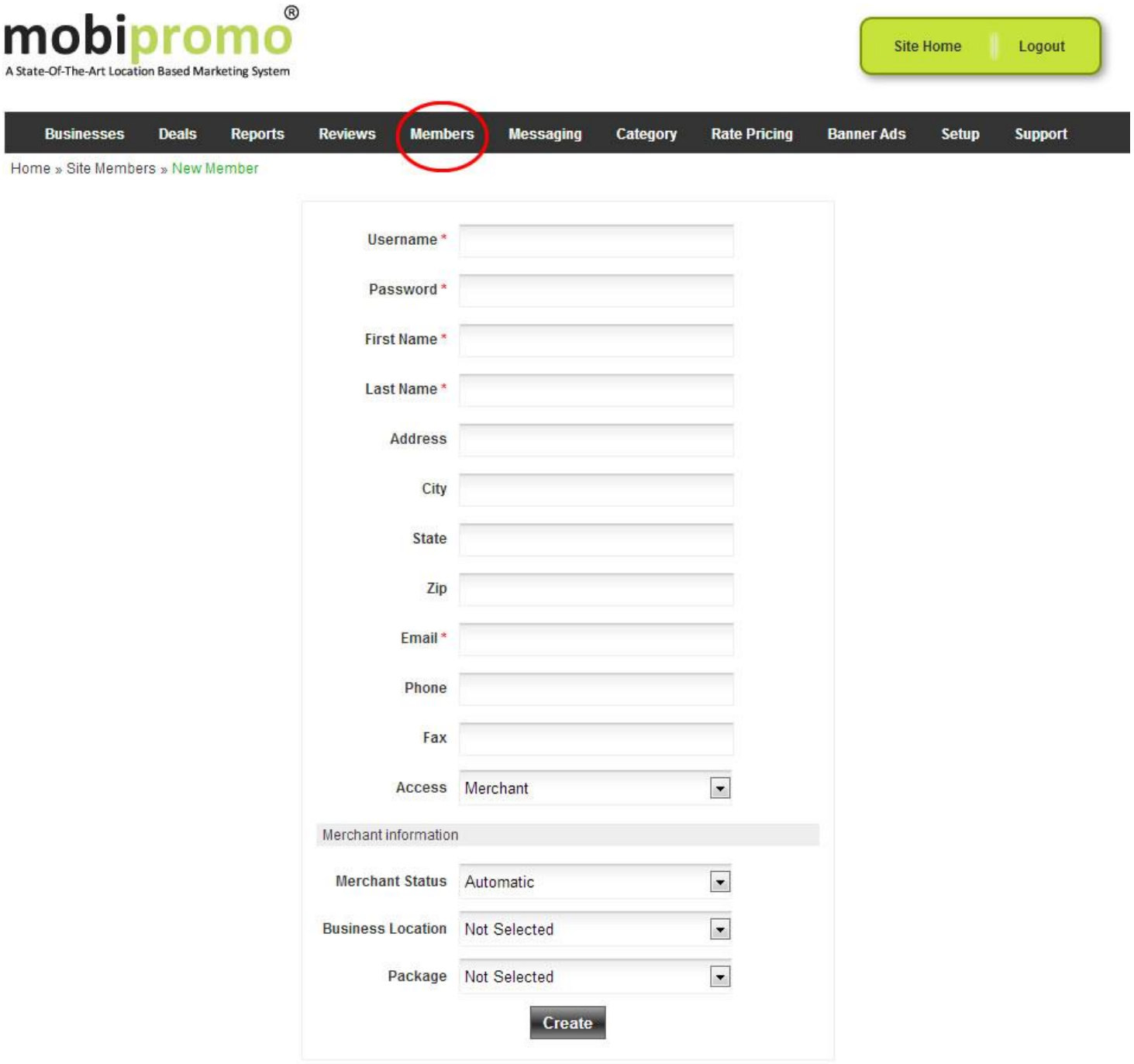
ADD A NEW MEMBER

Complete the form and select the type of User Access. Administrator, Salesperson, and General User can be set Active or Inactive.



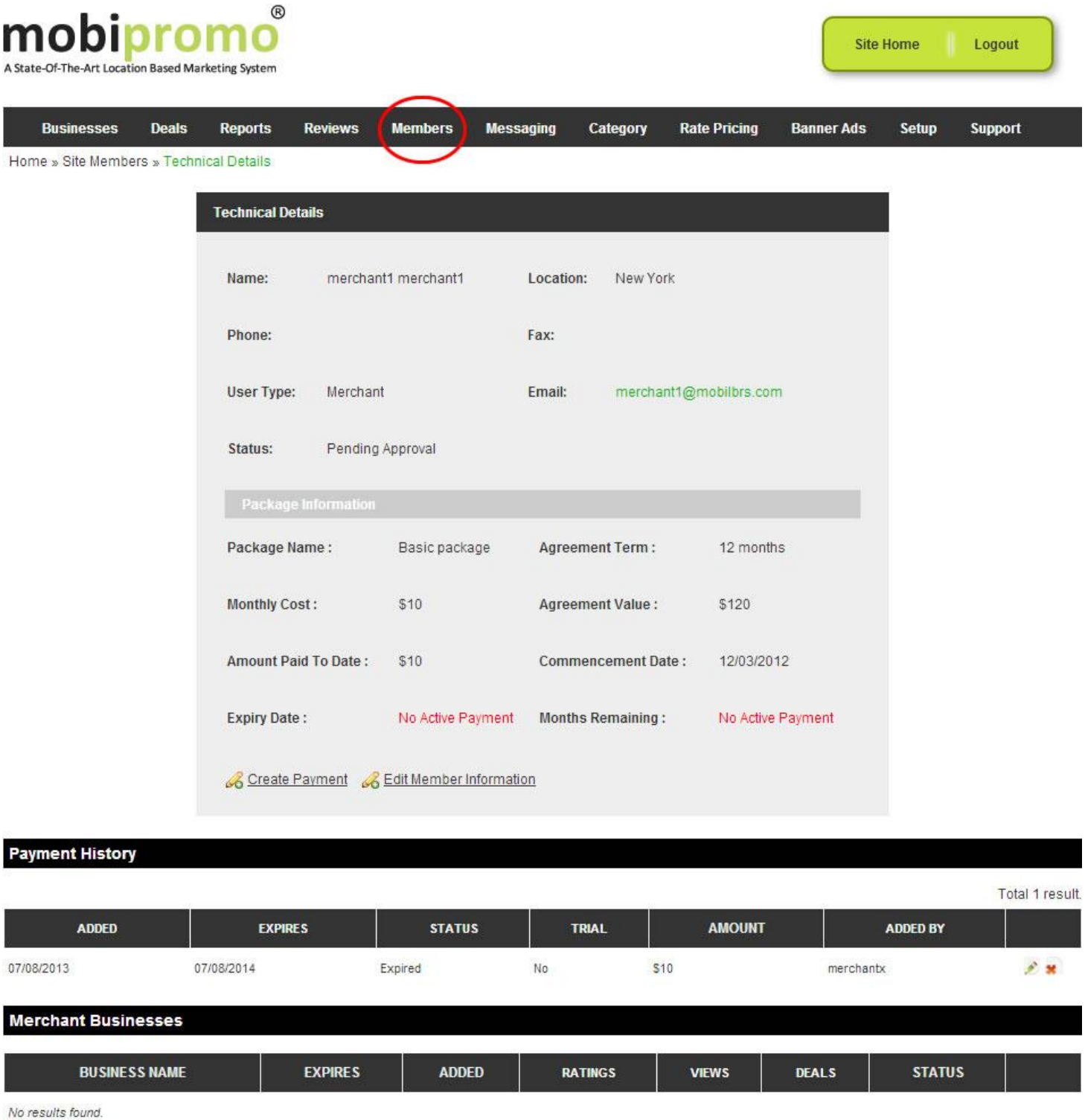
ADD A NEW MEMBER - MERCHANT

Adding a merchant also requires selecting a merchant payment type, business location, and a subscription package.

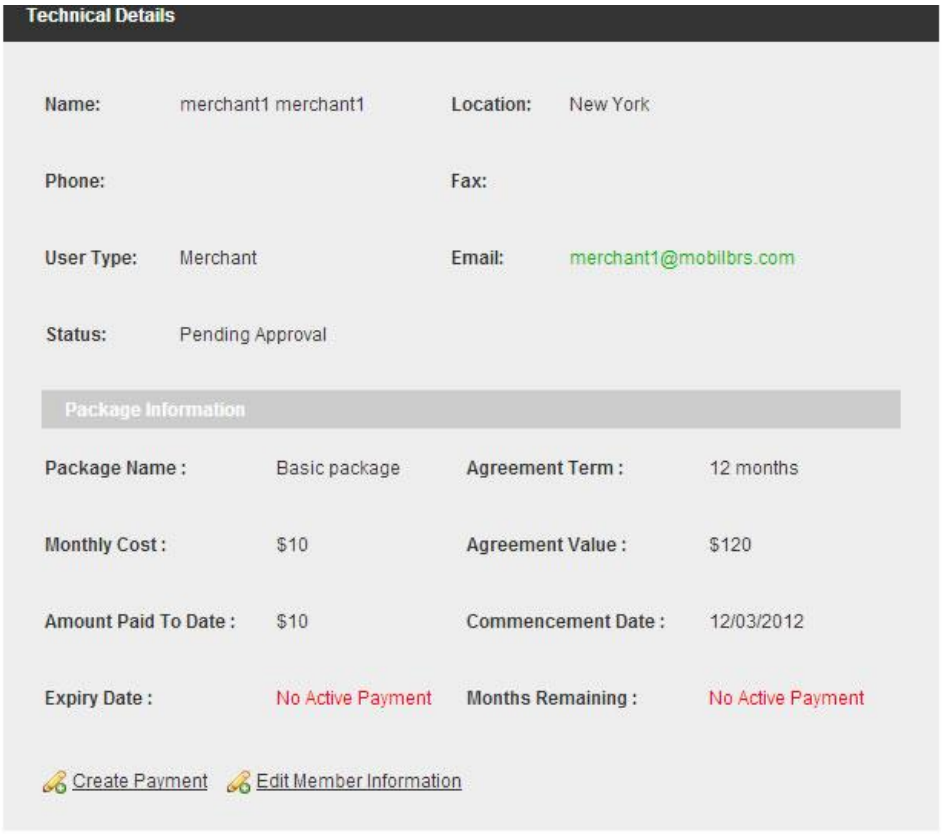


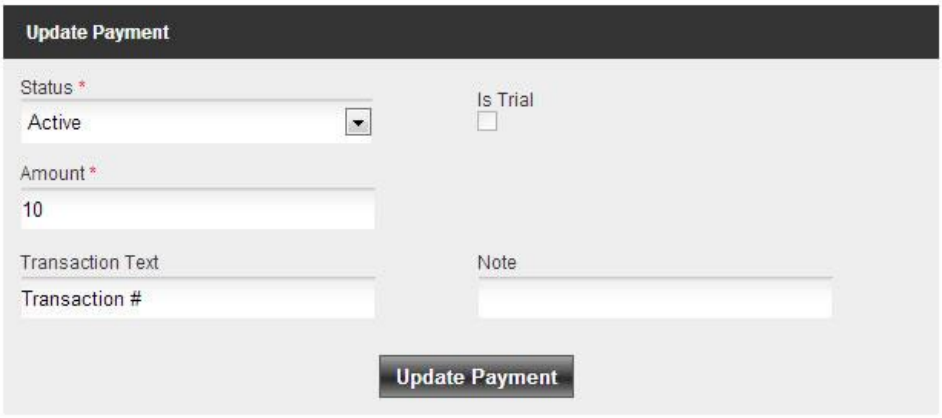
MERCHANT MEMBER DETAILS

Merchant members also have a detail or technical information available.



MERCHANT MEMBER UPDATER





Payment History

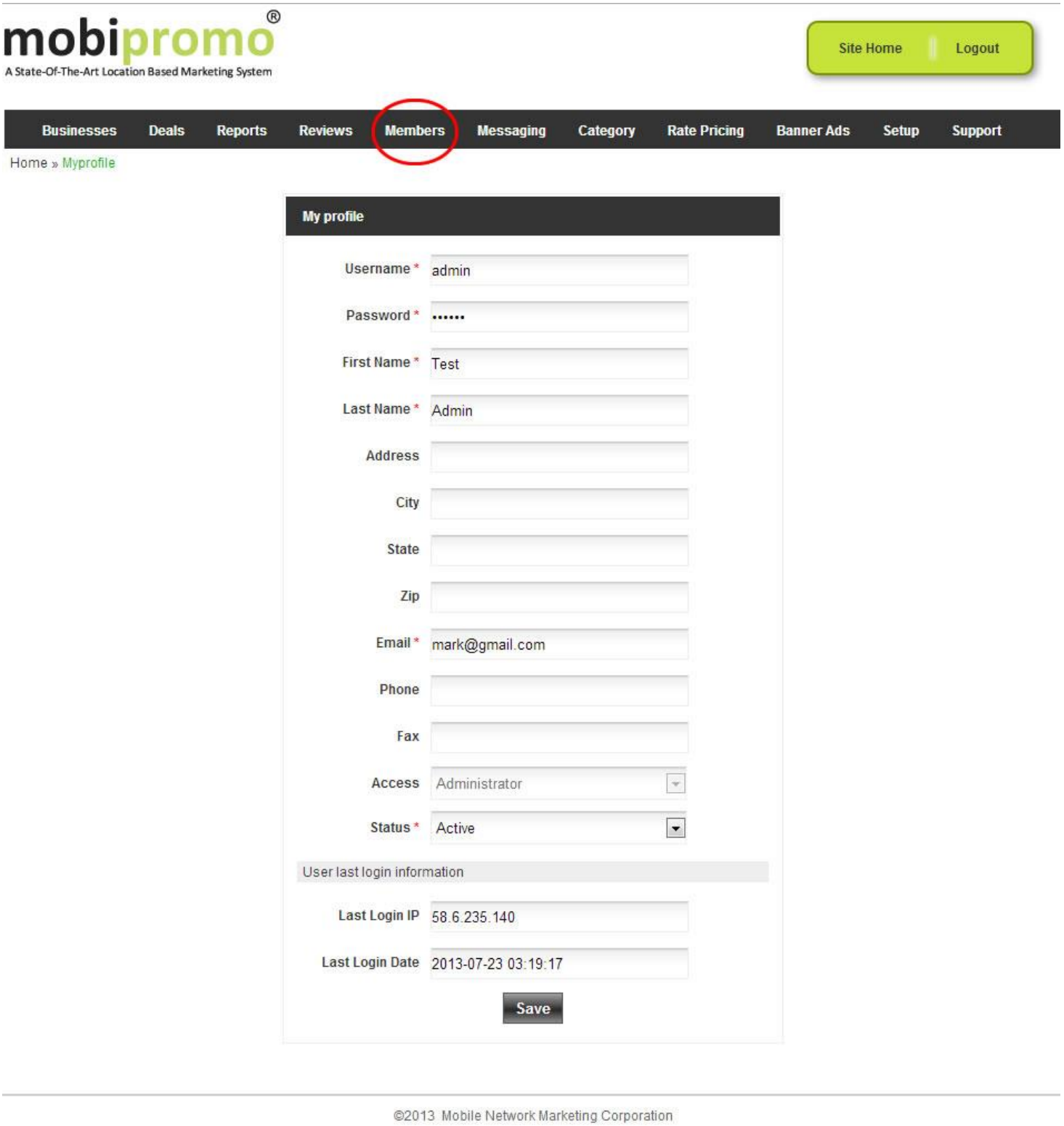
Total 1 result.

ADDED	EXPIRES	STATUS	TRIAL	AMOUNT	ADDED BY	
07/08/2013	07/08/2014	Expired	No	$10	merchantx	

Merchant Businesses

UPDATE YOUR PROFILE

Note at the bottom of your profile is a security report showing when and from which IP you last logged in.

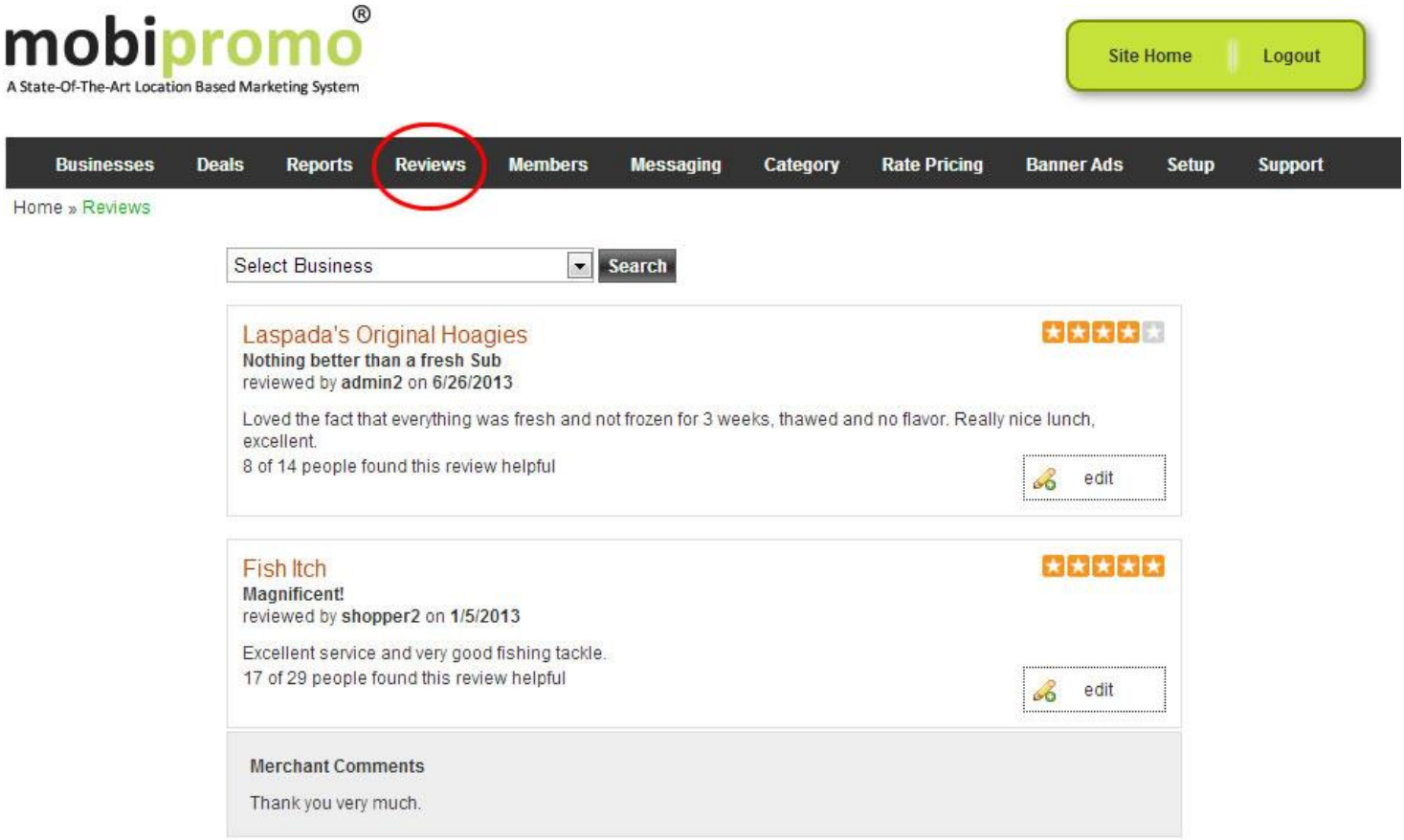


SECTION NOTES

CONSUMER REVIEWS SECTION

REVIEWS OVERVIEW

Select from the drop list of Merchant reviews to display a single business and its reviews.



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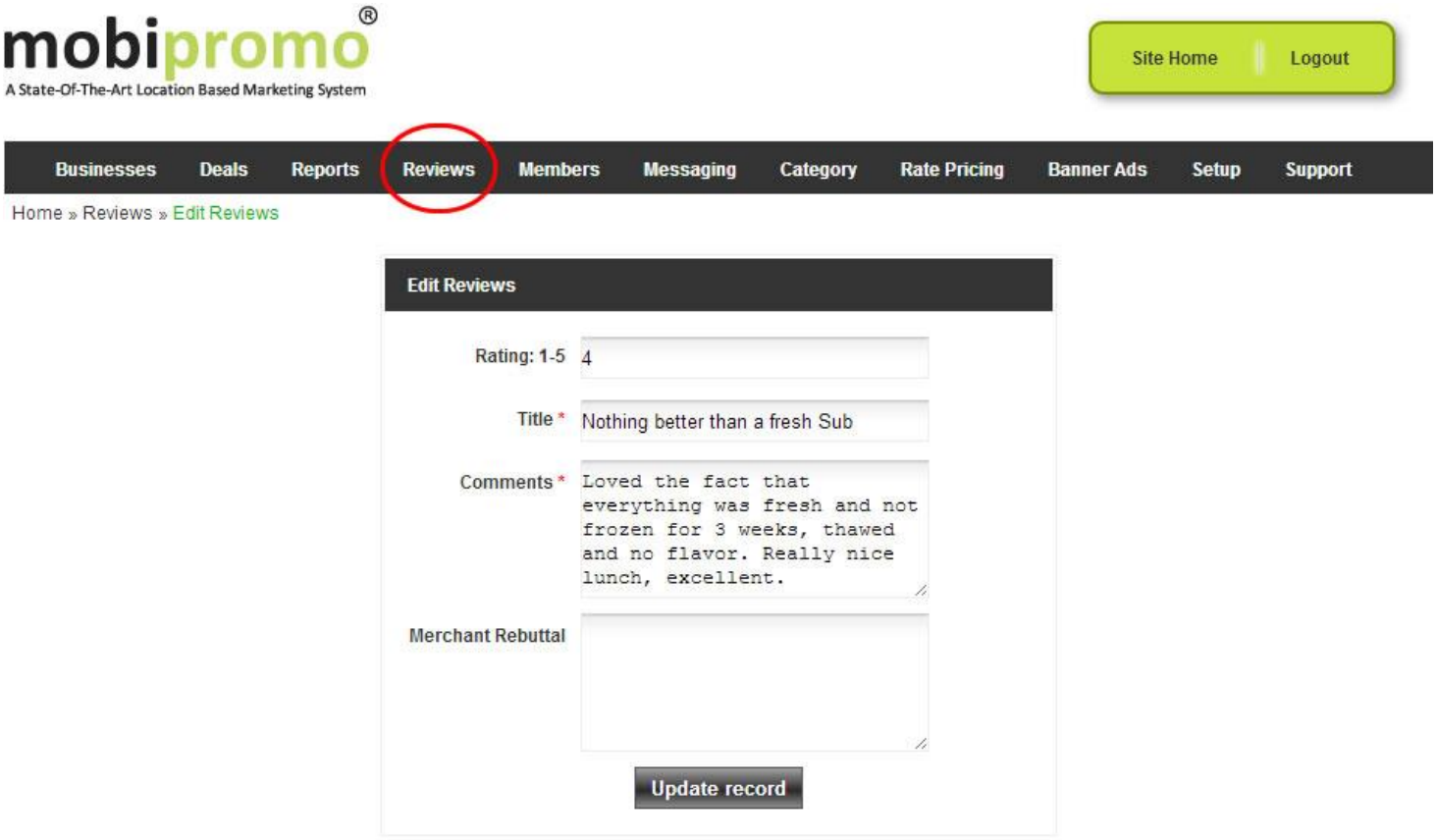
EDIT A REVIEW

Editing a consumer review for a spelling corrections, or to remove profanities is easy. You may also correct or enter a merchant rebuttal on behalf of a merchant client.

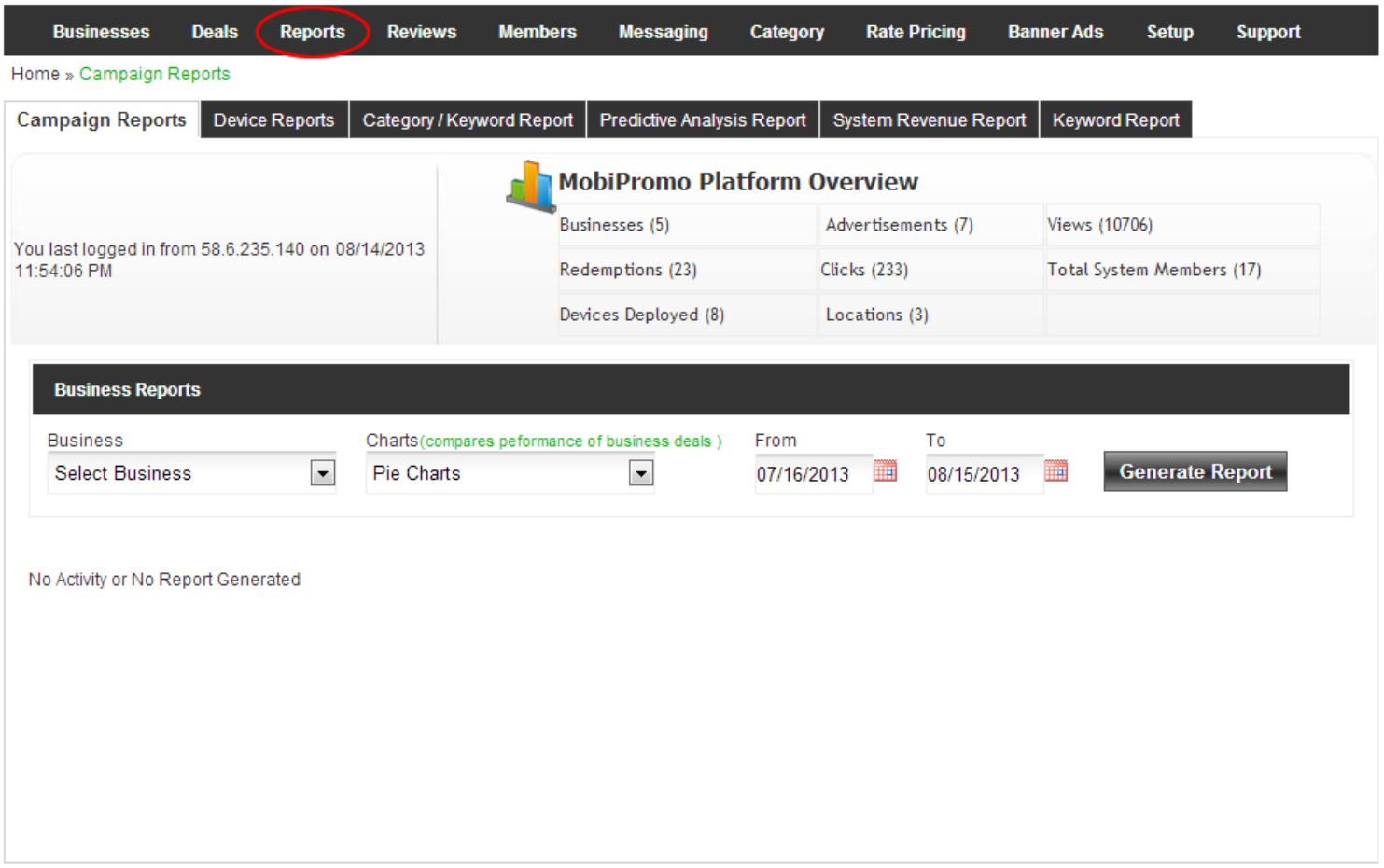


SECTION NOTES

SYSTEM REPORTS

PLATFORM OVERVIEW REPORT

The Platform Overview depicts current global statics at a glance.



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SPECIFIC CAMPAIGN/BUSINESS REPORT – PIE CHART

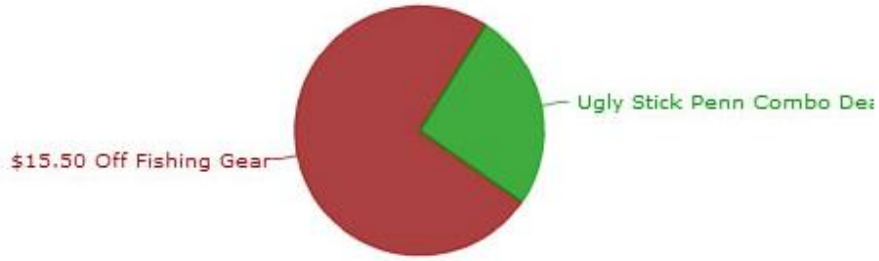
Select the business from the dropdown and use the date pickers for time period. Mouseover graph for details.

BUSINESS NAME	START DATE	END DATE	VIEWS	CLICKS	DEAL REDEMPTIONS
Fish Itch	01/04/2013	07/23/2013	19048	1187	124

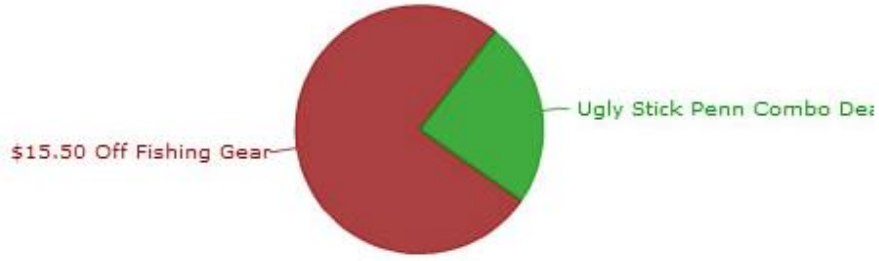
2 Deals for Fish Itch

Views (19048)

Redemptions (124)

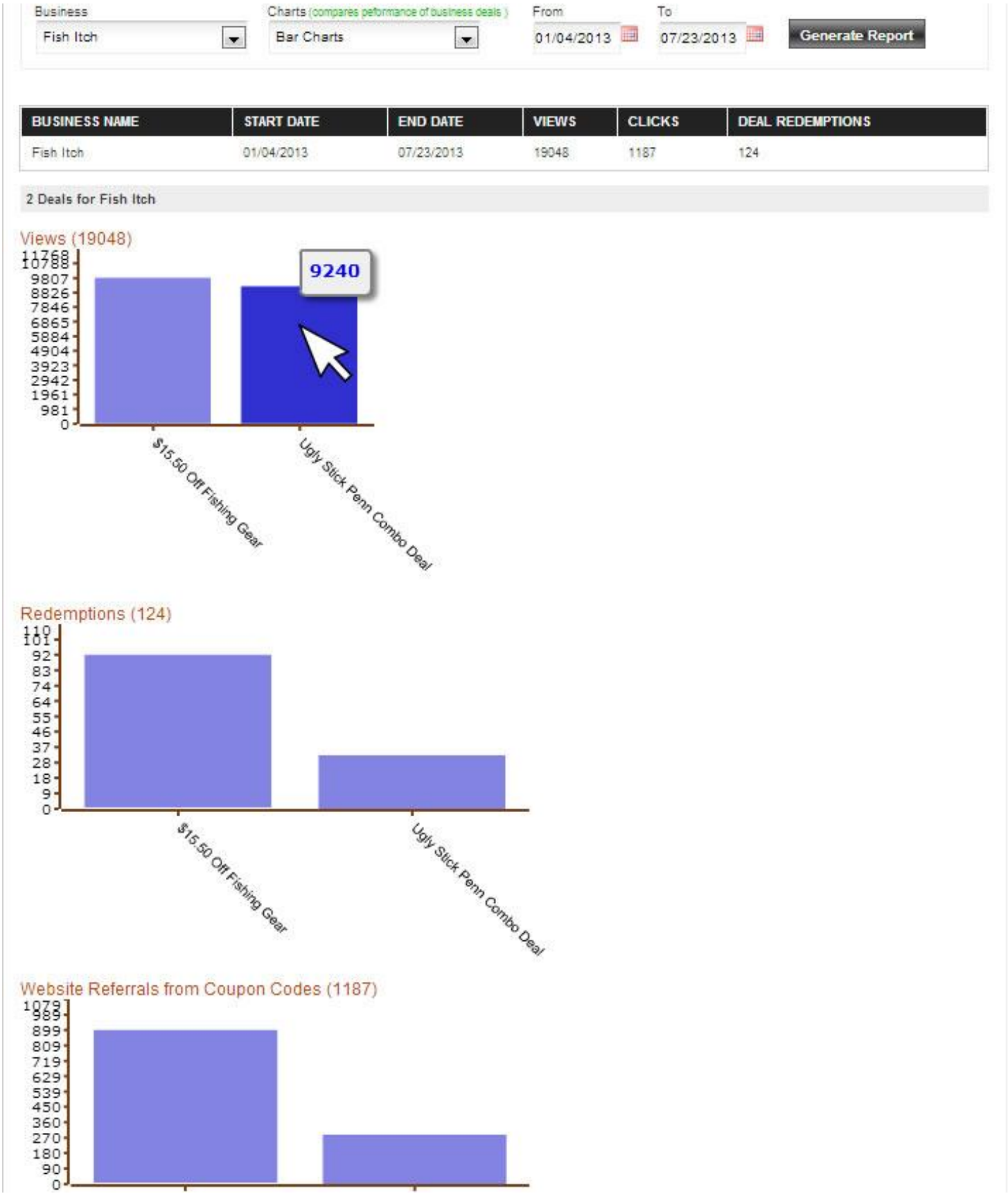


Website Referrals from Coupon Codes (1187)



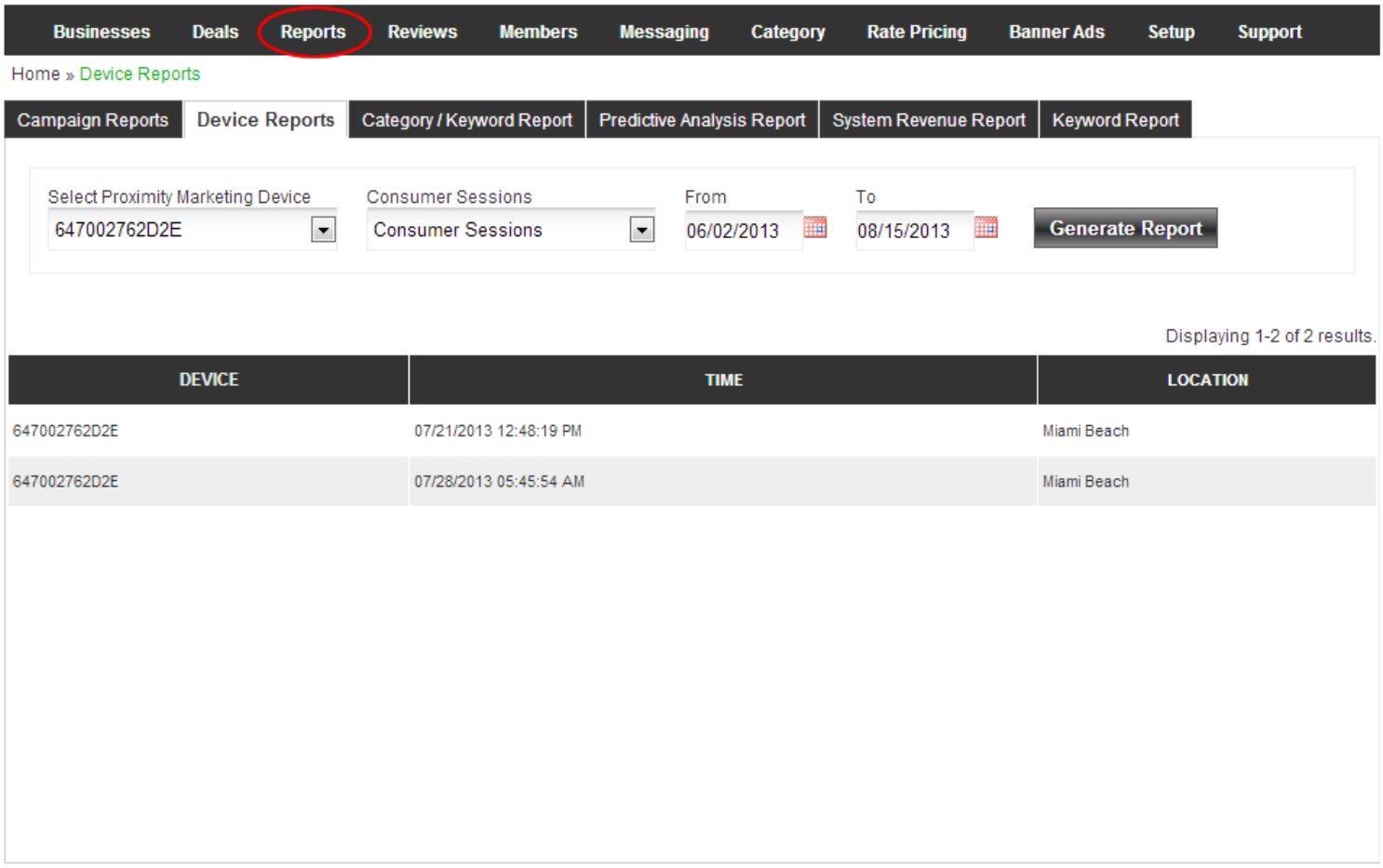
SPECIFIC CAMPAIGN/BUSINESS REPORT – BAR GRAPH

Select the business from the dropdown and use the date pickers for time period. Mouseover graph for details.



DEVICE REPORT

Select the Proximity Marketing Device by its MAC address, and the period for the report. The report shows the total number and time of the connections.



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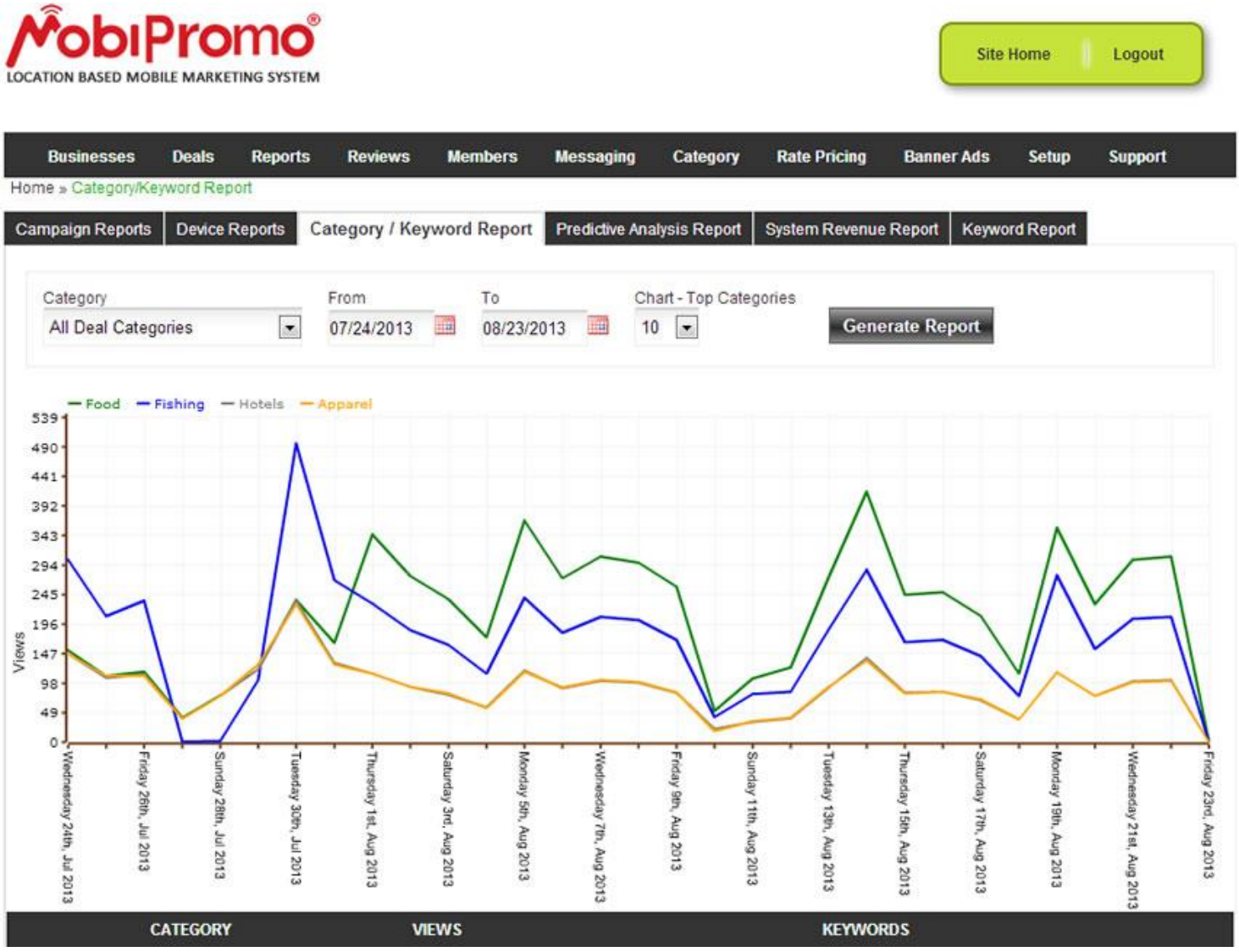
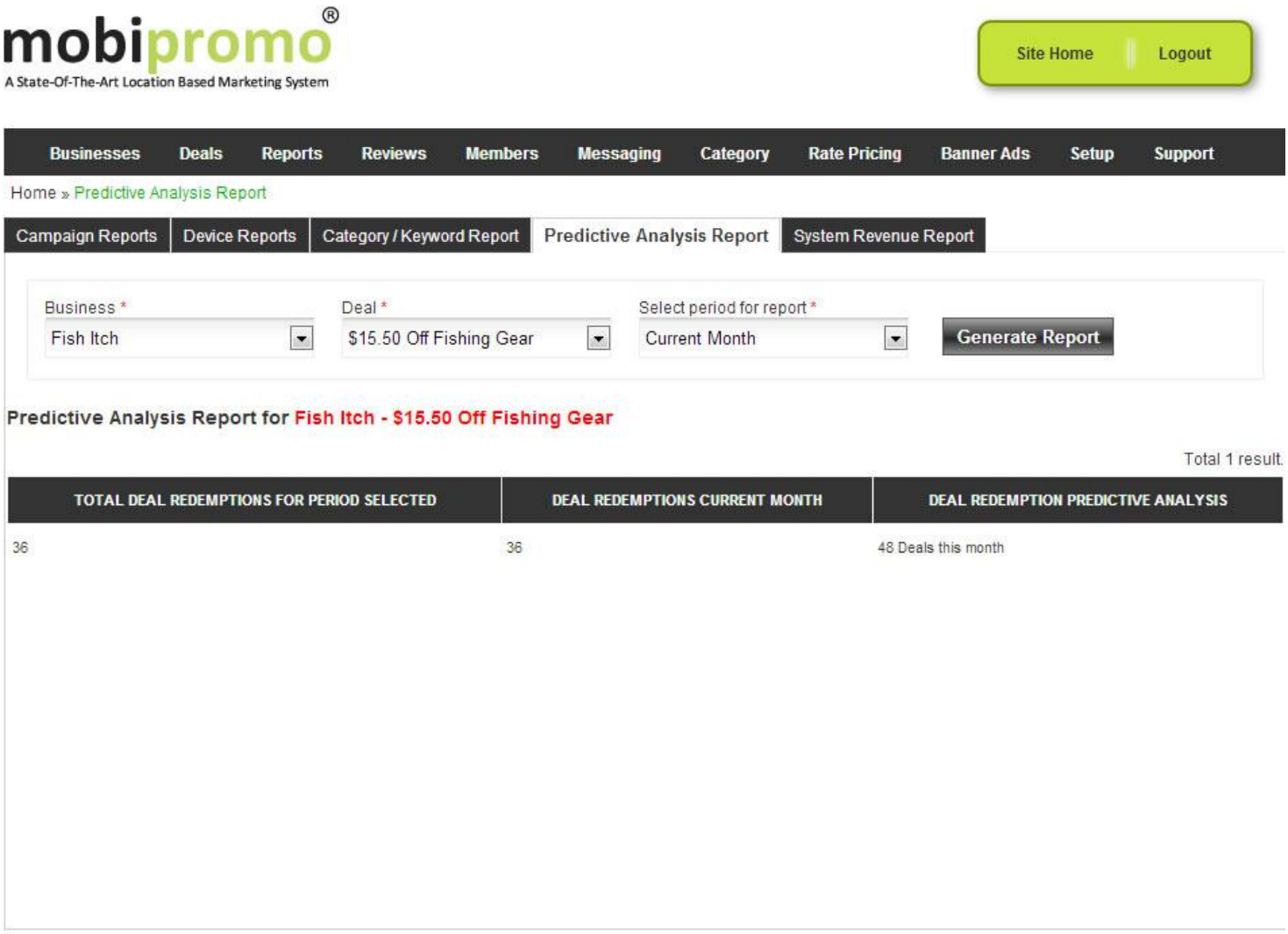
CATEGORY / KEYWORD REPORT

Category / Keyword display views Category and associated keywords.



PREDICTIVE ANALYSIS REPORTING

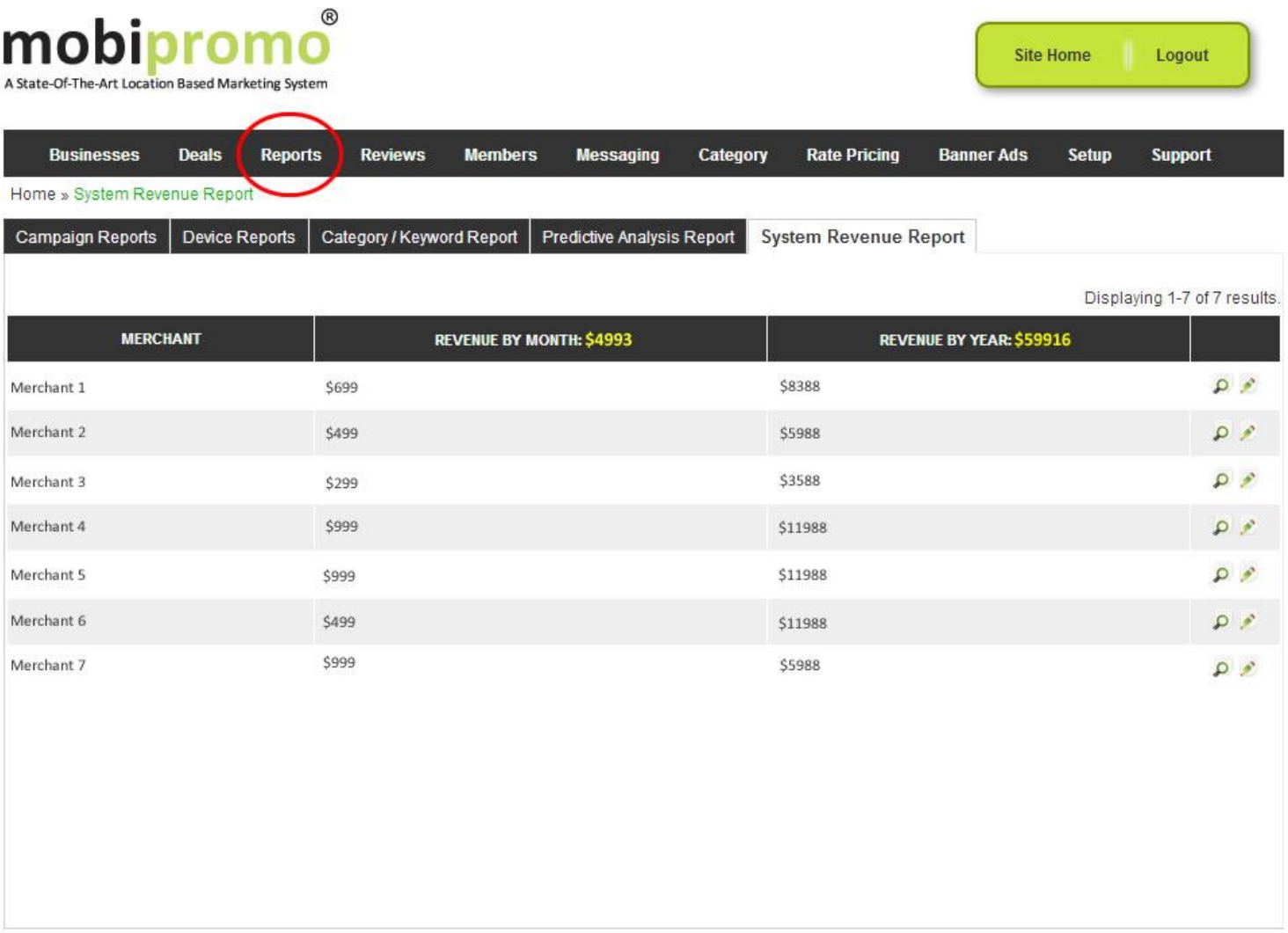
Predictive analysis is a process that forecasts future results based on current and historical trends.
This forecast provides merchants an insight into their stock or service level requirements into the future.
Our algorithm provides a forecast – for the balance of Current Month, 2 Months, and 3 Months.



SYSTEM REVENUE REPORT

The system revenue report displays at a glance the system monthly and annual income. Below it provides detailed information on how this is comprised.

Each merchant is expandable by clicking the Edit icon on the right hand side.



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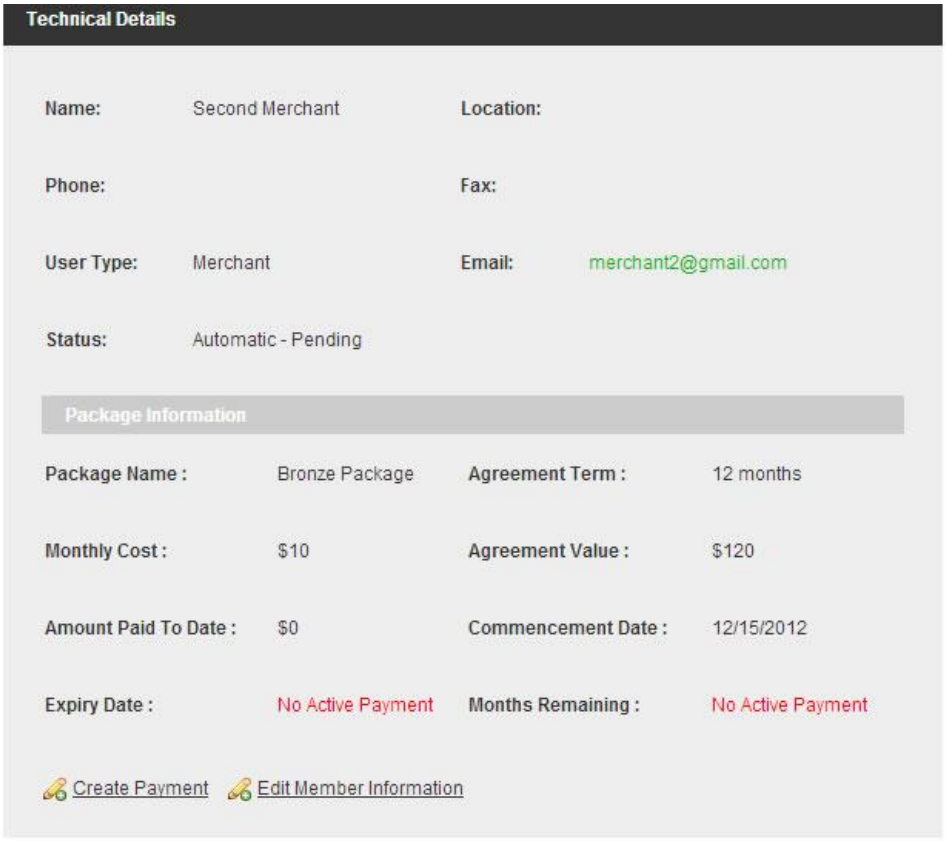
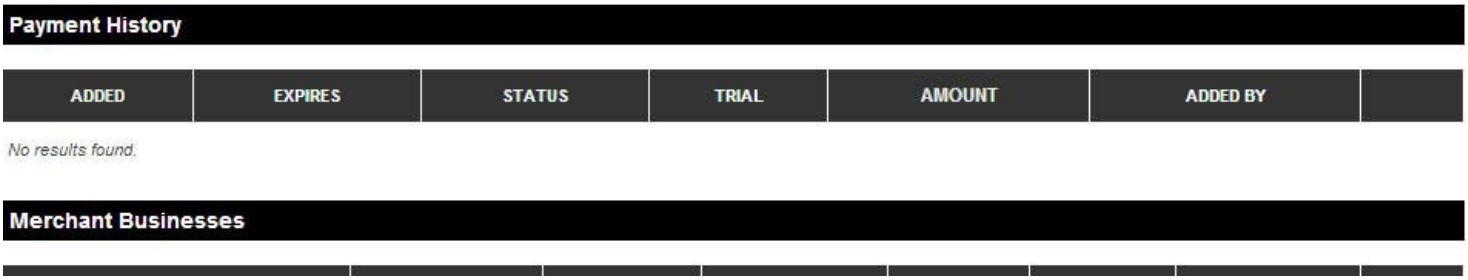
EXPANDED MERCHANT INFORMATION

The expanded information section provides information about the merchant, their subscription package, and the ability to add a payment or edit their information. Below are the merchant's payment history, business, and deals.





KEYWORD ANALYSIS REPORT

MobiPromo consumer targeting is based on a proprietary geographic fencing and contextual behavioural analysis engine. This is explained in greater detail on Page 108.

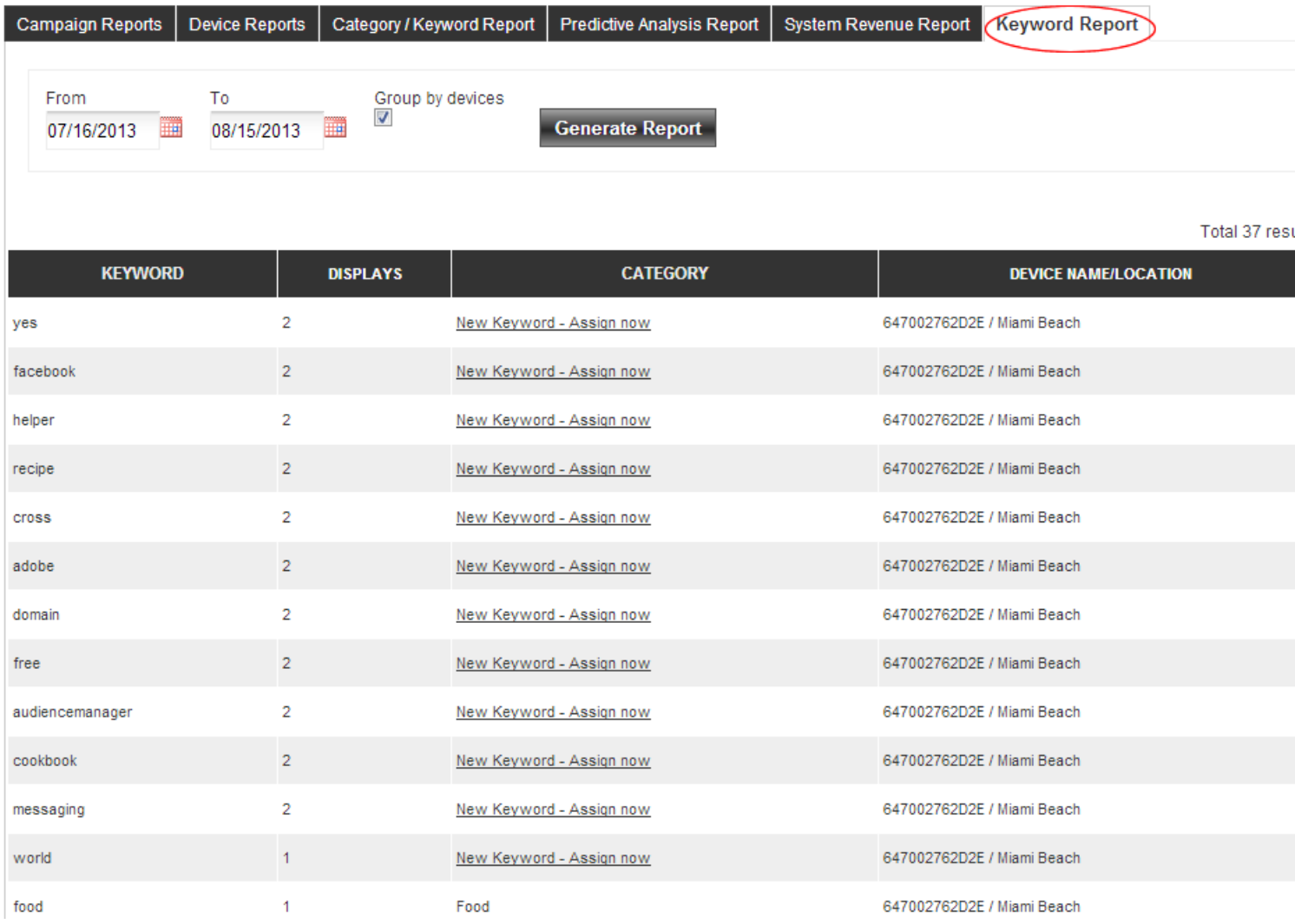
In summary, when a Shopper accesses free Internet, MobiPromo monitors the webpages the consumer visits, and searches for keywords that match keywords associated with merchant advertisements.

When a match is identified, an advertisement is delivered to the page the consumer is viewing. If no match is found a default, failover system records the highest priority keyword found on each page.

Every matched or unmatched keyword, served by which Device, and its Location is tracked and recorded.

You have the opportunity to assign unmatched keywords to existing Industry categories or create a new category and assign the keyword.

The Keyword Analysis Report details all keywords identified by the system.



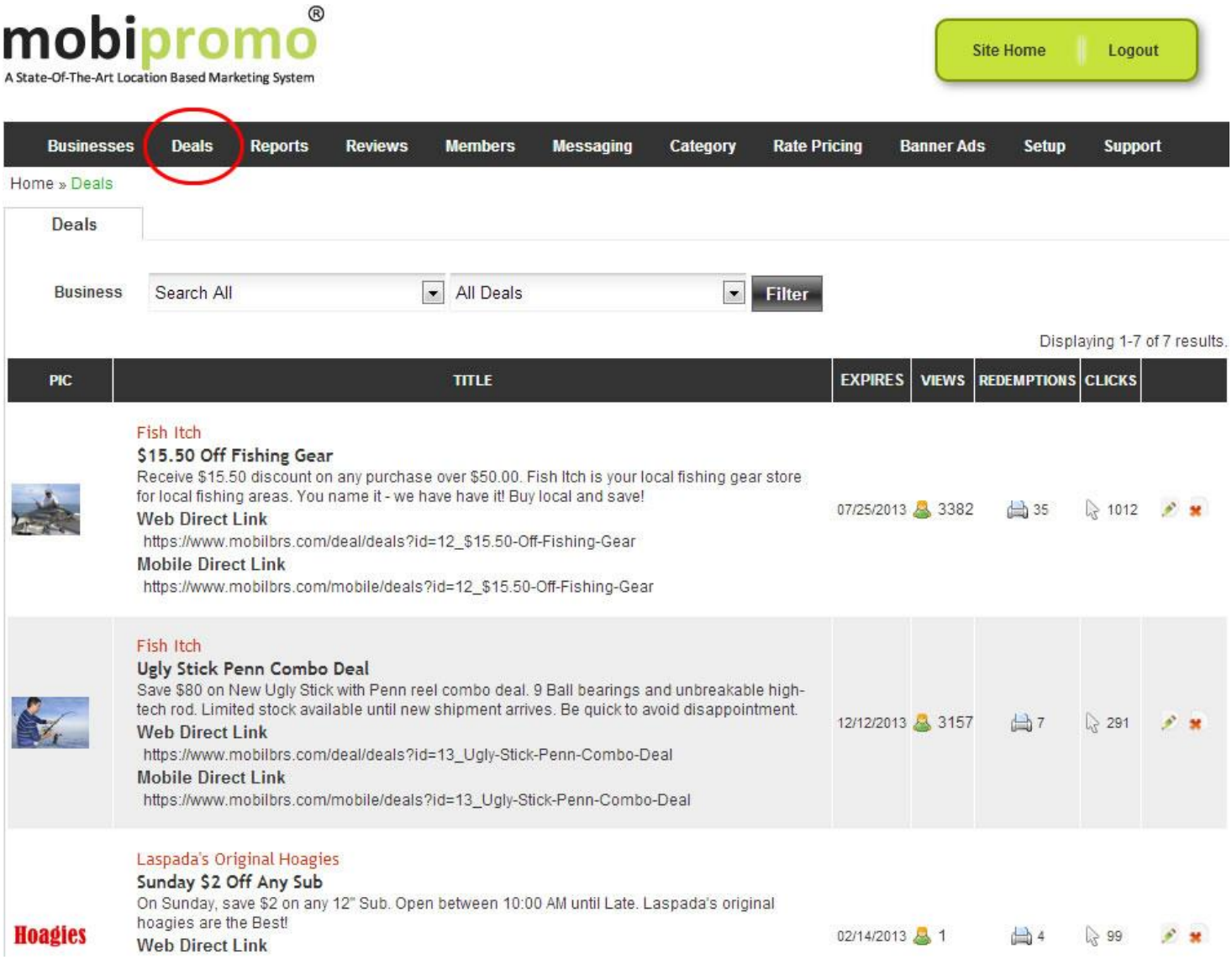
KEYWORD	DISPLAYS	CATEGORY	DEVICE NAME/LOCATION
yes	2	New Keyword - Assign now	647002762D2E / Miami Beach
facebook	2	New Keyword - Assign now	647002762D2E / Miami Beach
helper	2	New Keyword - Assign now	647002762D2E / Miami Beach
recipe	2	New Keyword - Assign now	647002762D2E / Miami Beach
cross	2	New Keyword - Assign now	647002762D2E / Miami Beach
adobe	2	New Keyword - Assign now	647002762D2E / Miami Beach
domain	2	New Keyword - Assign now	647002762D2E / Miami Beach
free	2	New Keyword - Assign now	647002762D2E / Miami Beach
audiencemanager	2	New Keyword - Assign now	647002762D2E / Miami Beach
cookbook	2	New Keyword - Assign now	647002762D2E / Miami Beach
messaging	2	New Keyword - Assign now	647002762D2E / Miami Beach
world	1	New Keyword - Assign now	647002762D2E / Miami Beach
food	1	Food	647002762D2E / Miami Beach

SECTION NOTES

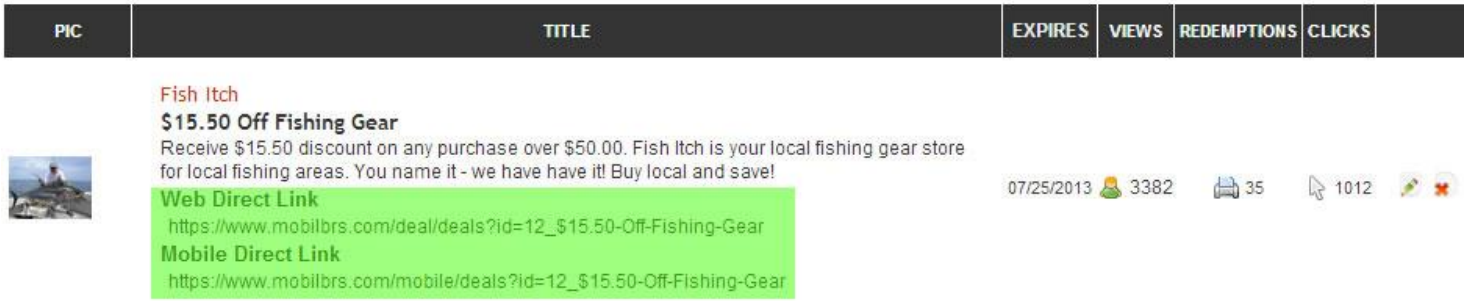
DEALS MANAGEMENT SYSTEM

DEALS OVERVIEW

Deals Overview screen displays a list of all offers running on the MobiPromo platform and their current statistics. Every offer can be quickly opened and edited if necessary by clicking the Edit icon.



DIRECT LINKS

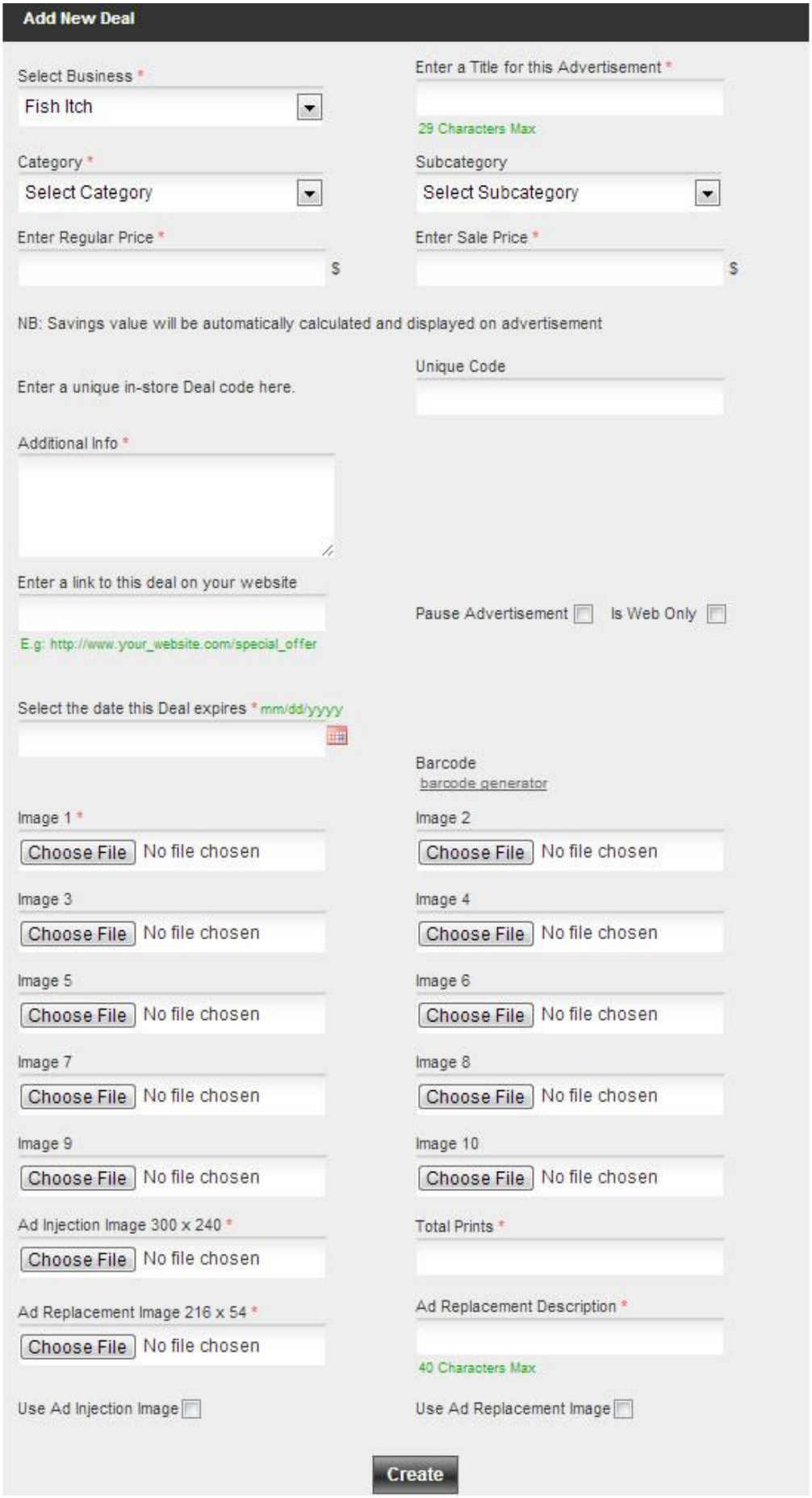


Direct links are hyperlinks that take a potential customer directly to a specific offer. Merchants can use the Web Direct Link on their websites, or it can be included with other online marketing incentives and email campaigns. It could also be used for affiliate marketing CPA/CPS campaigns.

Mobile Direct Links can be used as QR code targets, or other mobile marketing incentives that are orientated specifically towards mobile.

Once a QR code is generated using specific offer links the Merchant places the QR in prominent locations near and on their business premises.

ADD NEW DEAL


Add New Deal
Select Business *
Fish Itch
Enter a Title for this Advertisement *
29 Characters Max
Category *
Select Category
Subcategory
Select Subcategory
Enter Regular Price *
$
Enter Sale Price *
$
NB: Savings value will be automatically calculated and displayed on advertisement
Enter a unique in-store Deal code here.
Unique Code
Additional Info *
Enter a link to this deal on your website
E.g: http://www.your_website.com/special_offer
Pause Advertisement
Is Web Only
Select the date this Deal expires * mm/dd/yyyy
Barcode
barcode generator
Image 1 *
Choose File No file chosen
Image 2
Choose File No file chosen
Image 3
Choose File No file chosen
Image 4
Choose File No file chosen
Image 5
Choose File No file chosen
Image 6
Choose File No file chosen
Image 7
Choose File No file chosen
Image 8
Choose File No file chosen
Image 9
Choose File No file chosen
Image 10
Choose File No file chosen
Ad Injection Image 300 x 240 *
Choose File No file chosen
Total Prints *
Ad Replacement Image 216 x 54 *
Choose File No file chosen
Ad Replacement Description *
40 Characters Max
Use Ad Injection Image
Use Ad Replacement Image
Create

ADD NEW DEAL

Adding a new deal from either the Admin or Merchant portals is both very simple and easy.

The process begins by having certain information ready before you start. You will need images of the product or service being promoted, pricing information, and a product or service description.

Start by selecting the appropriate business name from the dropdown list. As an Admin User the list will be prepopulated with all Businesses, as a Merchant they will only see businesses that are associated with their account.

Next, enter a Title for the advertisement. The Title is visible to shoppers and should be appealing to bargain hunters.

Select a Category from the dropdown list and Subcategory if required.

Enter the regular price of the product/service and the discounted price. The savings will be automatically calculated and displayed on the deal.

Enter a unique in-store redemption code for this offer that will allow you to track redemptions and sales internally. MobiPromo will automatically append a 3 Digit prefix to the unique code to validate presented coupons.

In the Additional information text box, describe the deal, any disclaimers, and any special requirement for a shopper to redeem the offer. MobiPromo will automatically add information explaining how to redeem the deal through the system and provide the necessary hyperlinks.

Default Redemption text:
"To receive discount: Add this deal to your Mobile Wallet and show your phone in-store, or print this coupon and present in-store."

Next, using the date picker provided, select a future expiry date for this deal.

Using the Barcode generator and selecting the correct barcode format, enter your product or service barcode information that will interact with the business POS and Stock control systems.

Select up to 10 images for the product or service. Refer to the Advertisement Image Size and File Format section for specific details about file types and sizes.

Ad Injection image size is 300 x 240. Jpeg or Gif file formats.

Ad Replacement image size is 216 x 54. Insert an Ad Replacement description with a maximum of 40 characters.

Enter a Total Print numeral for the total number of coupons available.

Select to enable Ad Replacement. Ad Replacements are direct insertions into a webpage.

Select to enable Ad Injection. Ad injections appear in a Modal Window.

Click Create to save the advertisement content and settings.

Advertisements can be edited at any time by clicking the Edit icon in the Deals manager.

ADVERTISEMENT IMAGE SIZE & FILE FORMAT

Advertisement image sizes should be 800 x 600 in a JPEG or GIF format.

These image dimensions were chosen because this is a standard size on most digital cameras available today.

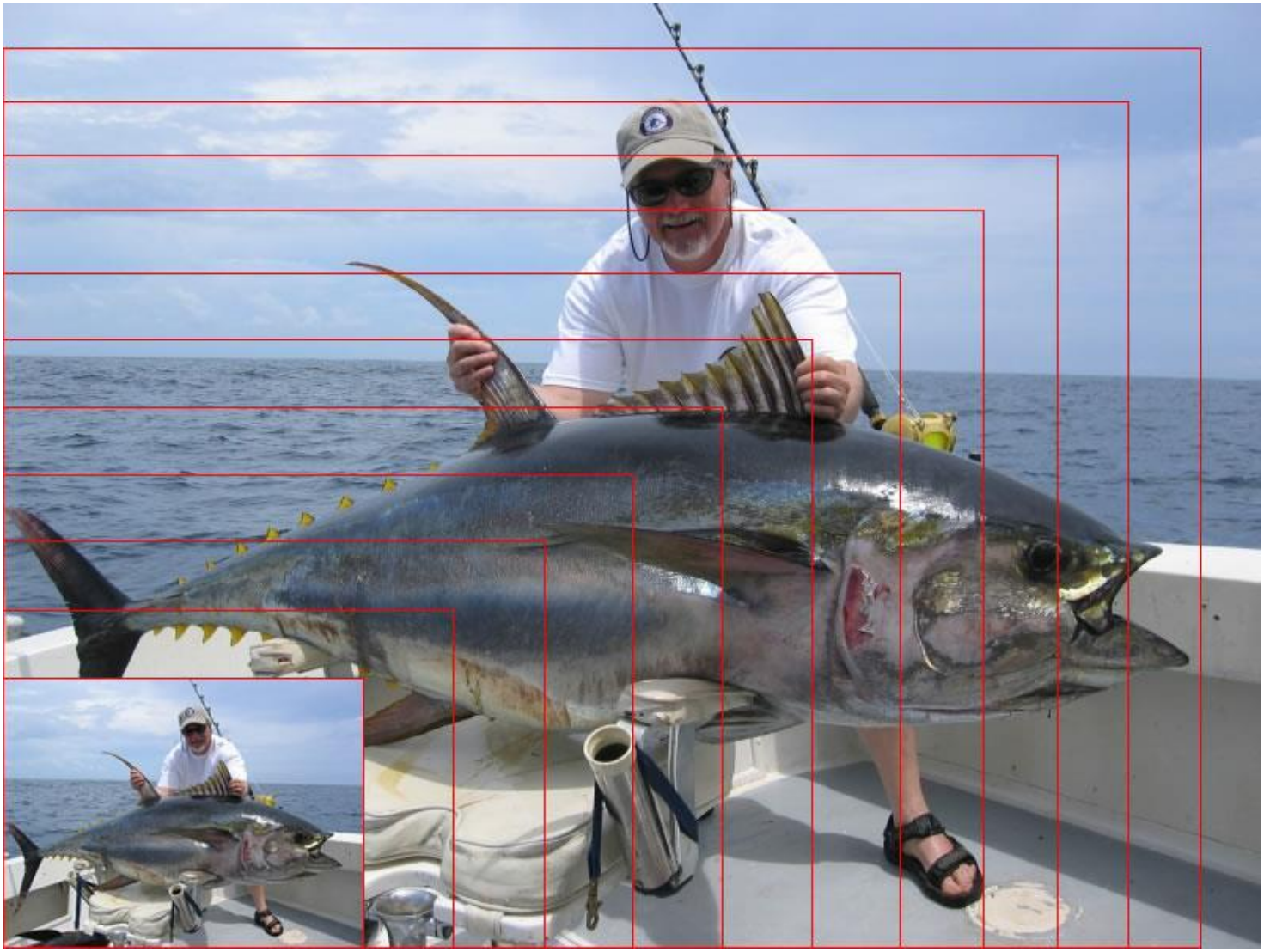
Image dimensions can be smaller, but should maintain the same industry standard 1.33 to 1 size ratio.

For example, 800 x 600, 320 x 240, 160 x 120, etc. However as long as 1.33 – 1 ratio is maintained images should not become distorted.

File weight should be optimized if possible.

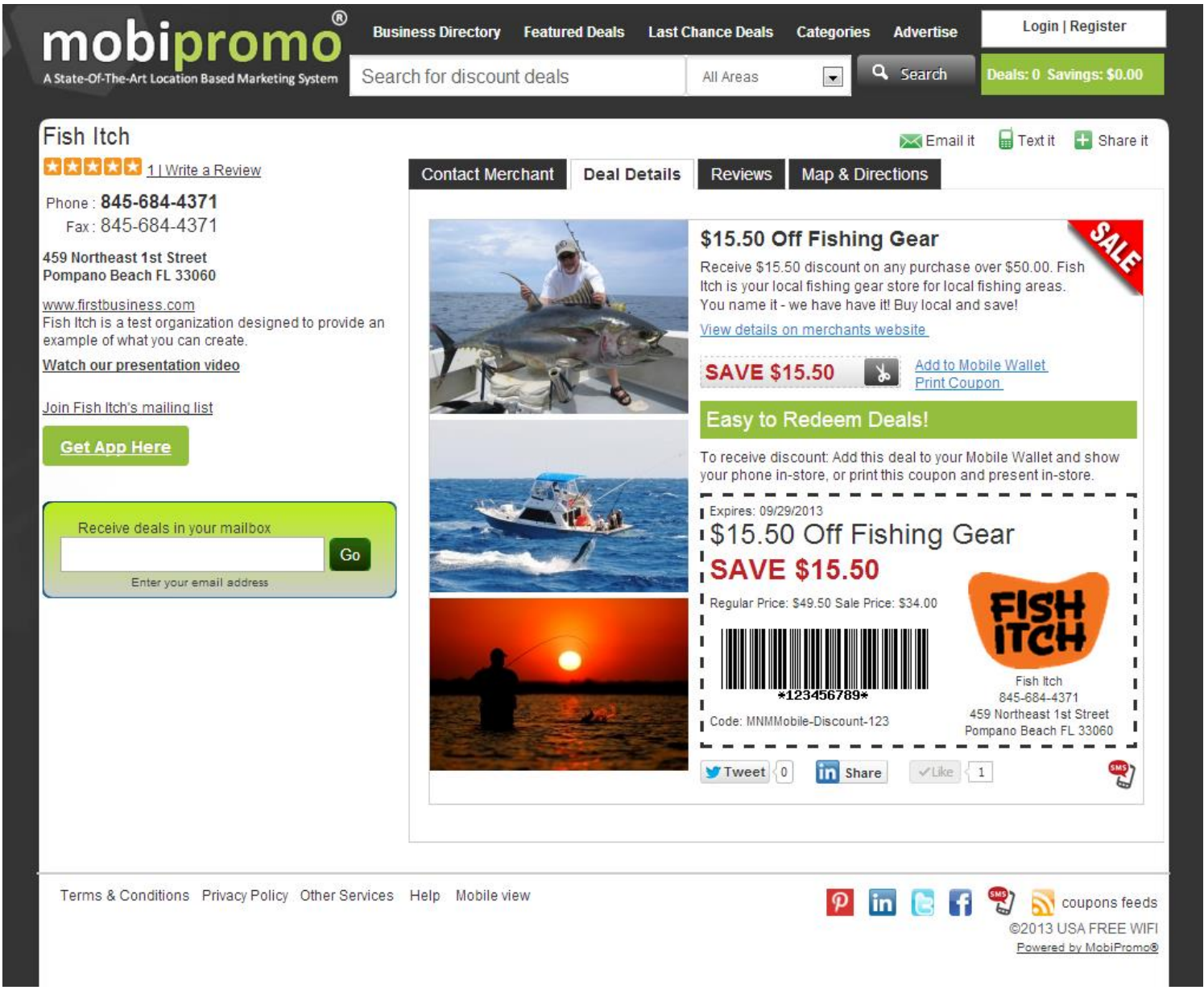
NB You cannot use Animated GIF files.

The red lines on 800 x 600 images below show how one image can be resized to create 12 different sized images. All reducing in size at the industry standard ratio of 1.33 – 1 while maintaining the same presentation perspective. Merchants only need upload one size image and we take care of the image resizing automatically.



COMPLETED ADVERTISEMENT PRESENTATION

Below is a sample of a completed advertisement.



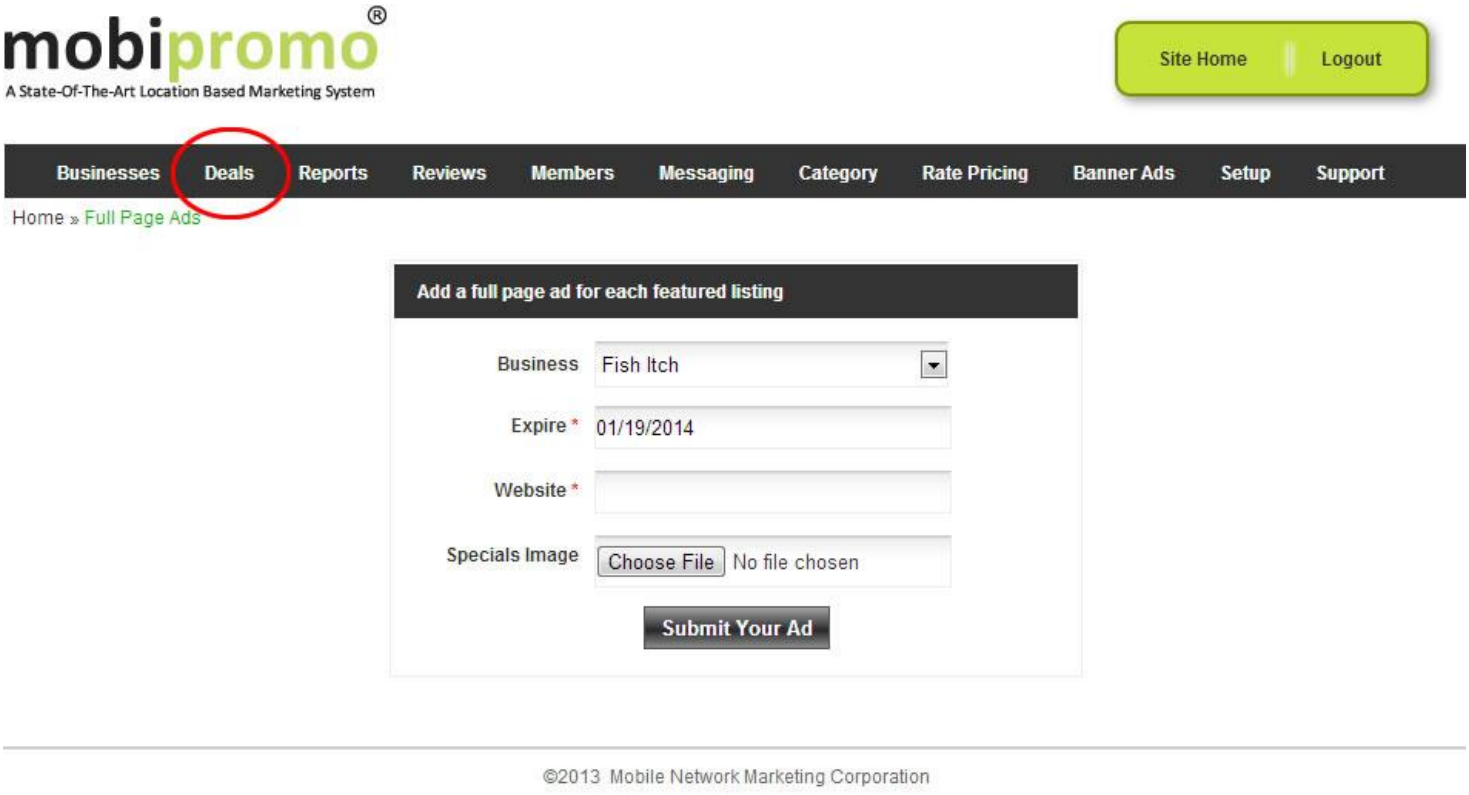
FULL PAGE ADVERTISEMENT

Full Page advertisements are only available with Featured Listings.

The Full Page advertisement link is displayed in the Business Directory listings. The link is an extra feature above a standard business listing.

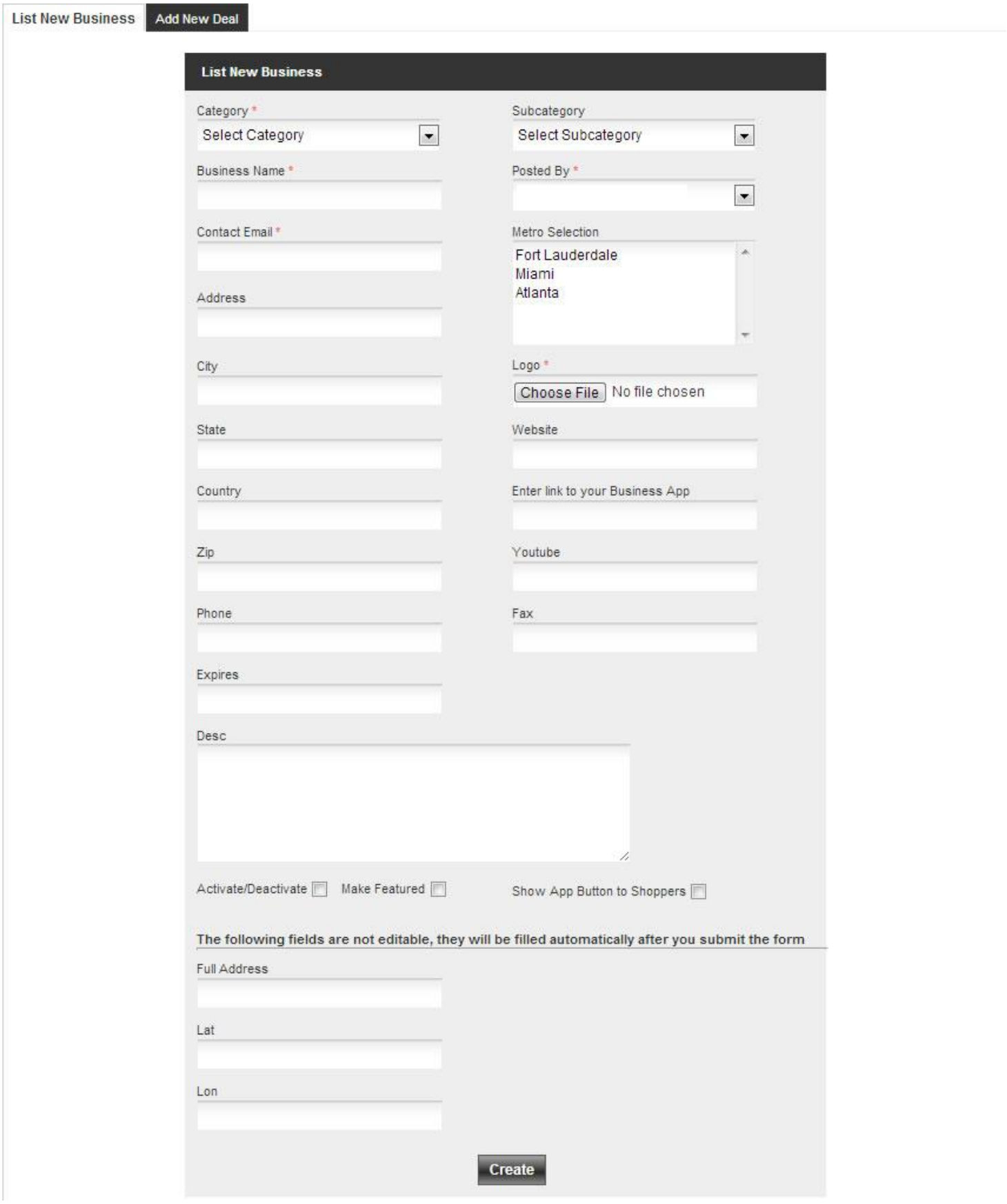
Clicking the link opens a new page that contains the Specials Image uploaded by the merchant and a link to their website or the location of their choosing.

The Full Page advertisement can be used to promote a more comprehensive view of a business's products and services.

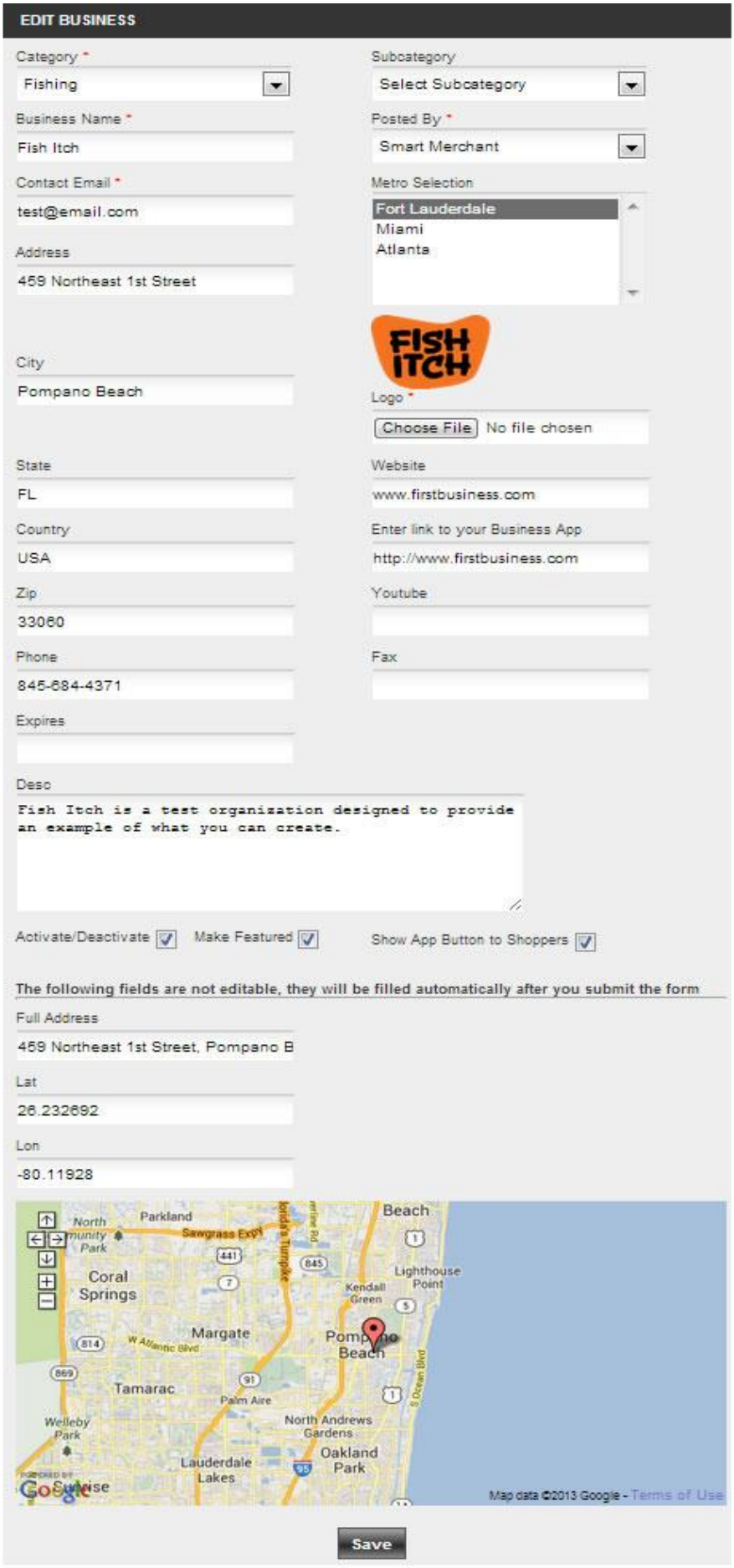


SECTION NOTES

LIST NEW BUSINESS



EDIT BUSINESS LISTING

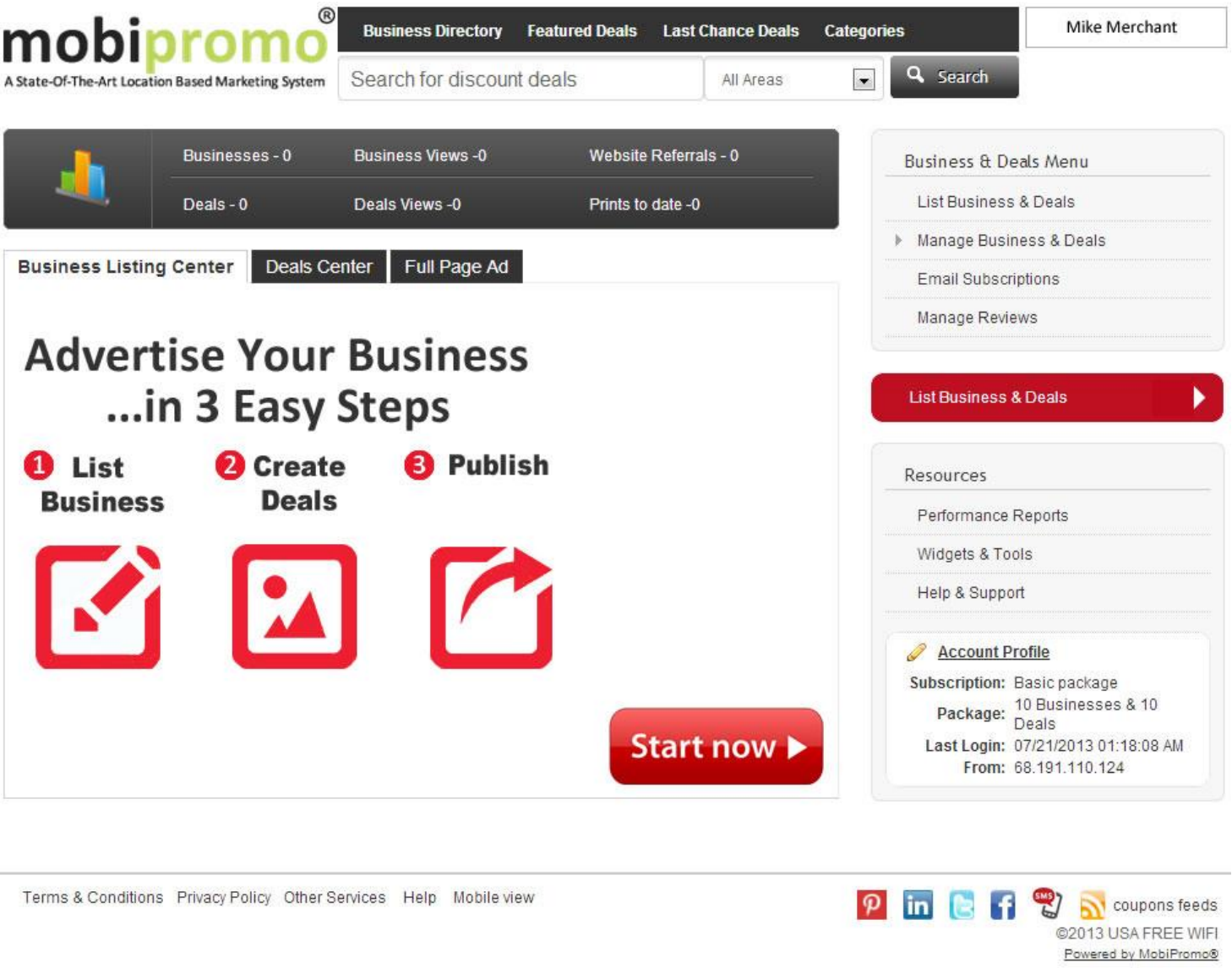


SECTION NOTES

MERCHANT PORTAL UPDATES

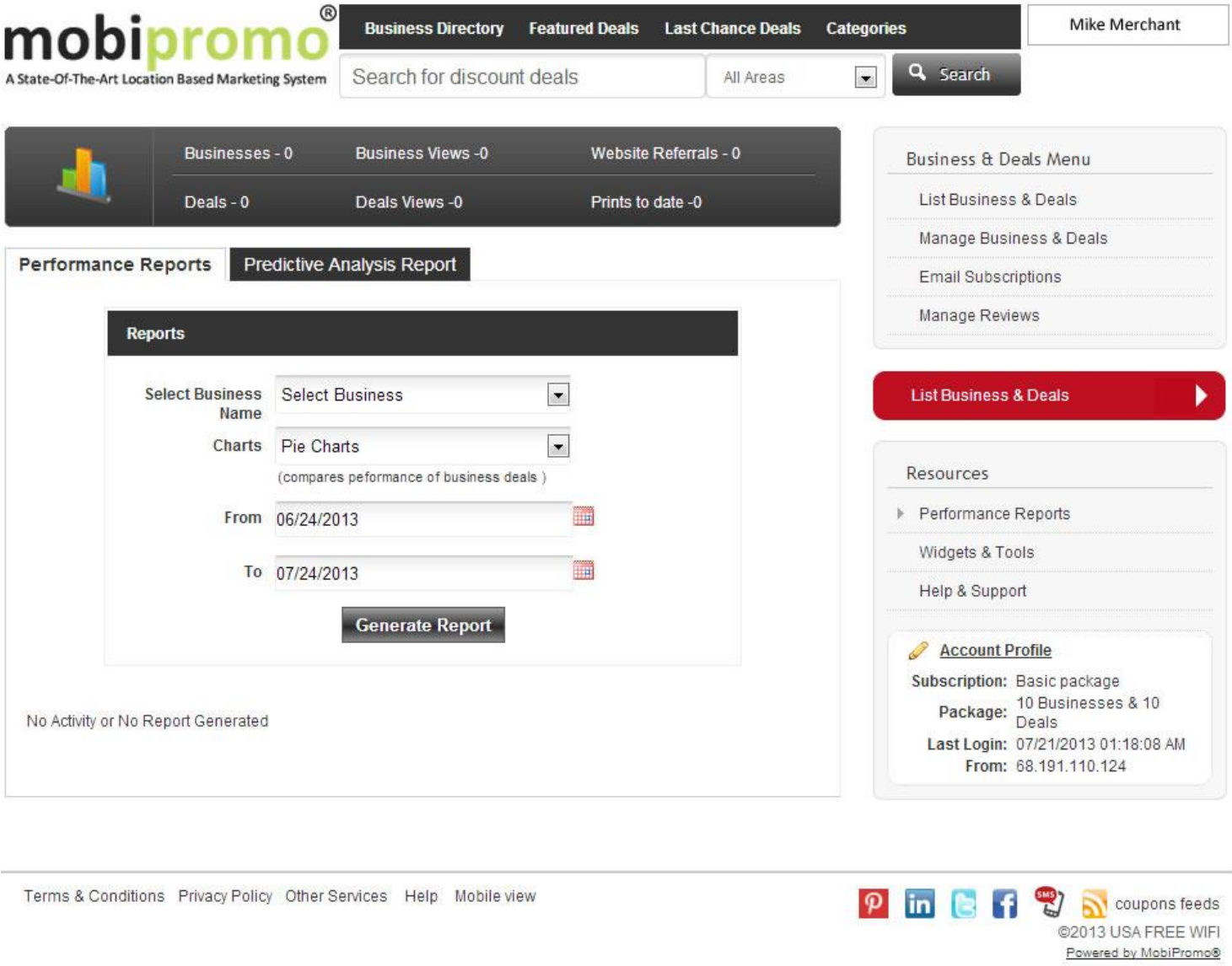
MERCHANT PORTAL HOME

The page below presents to all new merchants who have not created a Business Listing. Once a merchant has created a business listing, this page is replaced by information related to each business listing.



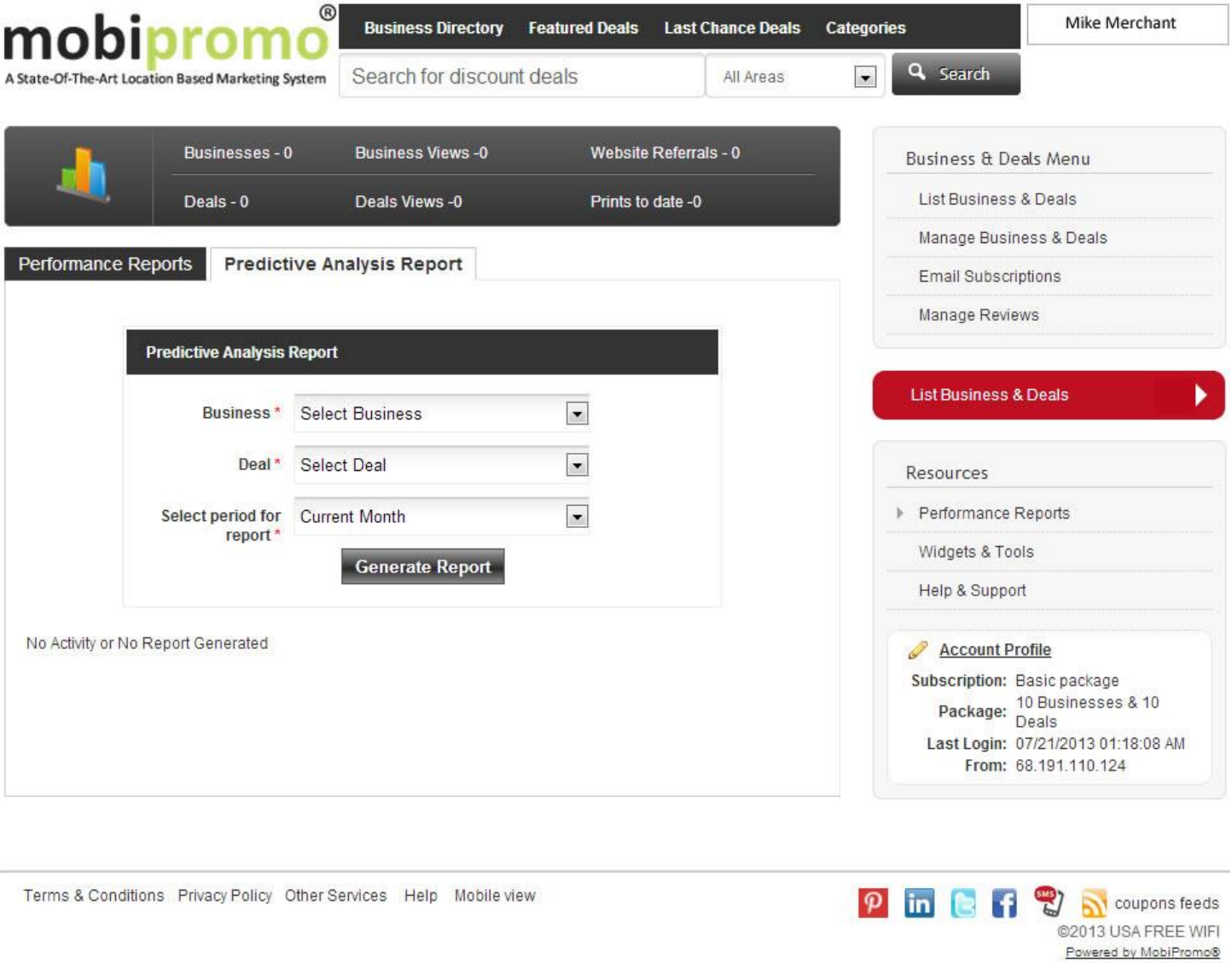
MERCHANT PORTAL REPORTS

Merchant reports have been updated and now includes a predictive analysis report.



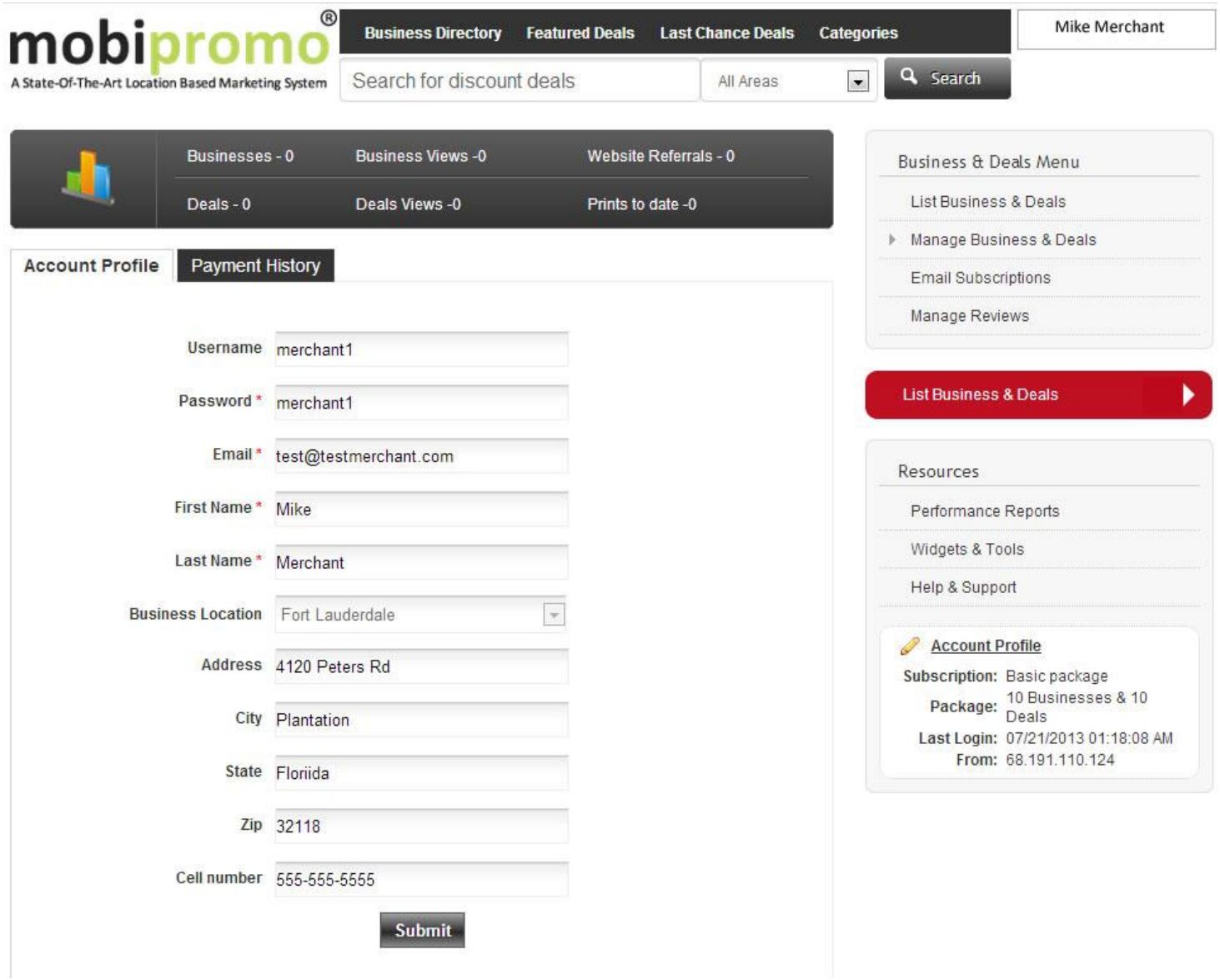
MERCHANT PORTAL REPORTS – PREDICTIVE ANALYSIS

The predictive analysis report provides merchants with a forecast to their stock/service requirements based on current redemption trends with their offers.



MERCHANT PORTAL PROFILE UPDATE

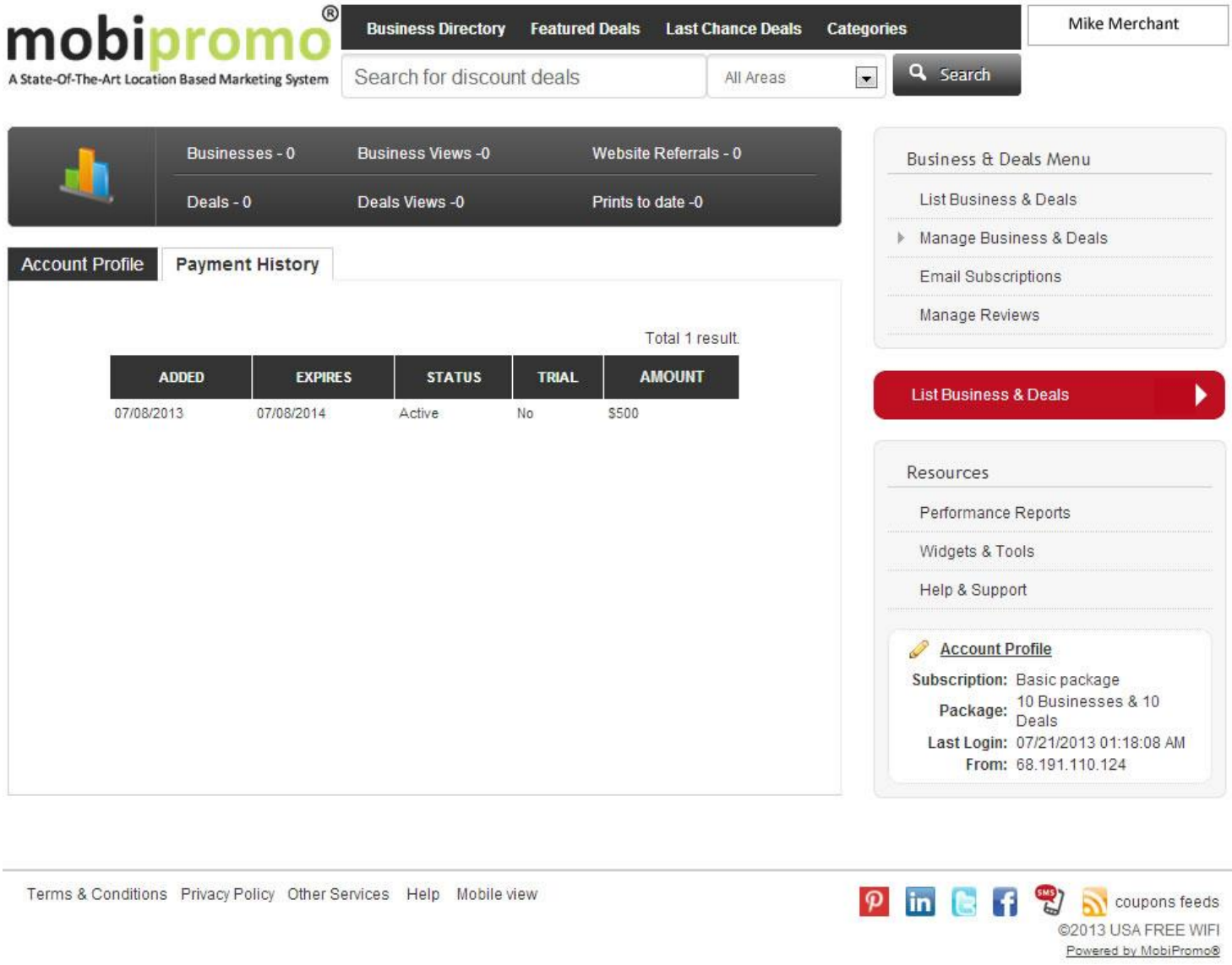
Merchant profile information now includes a Payment History section and a reformatted Subscription Package description, and security information.



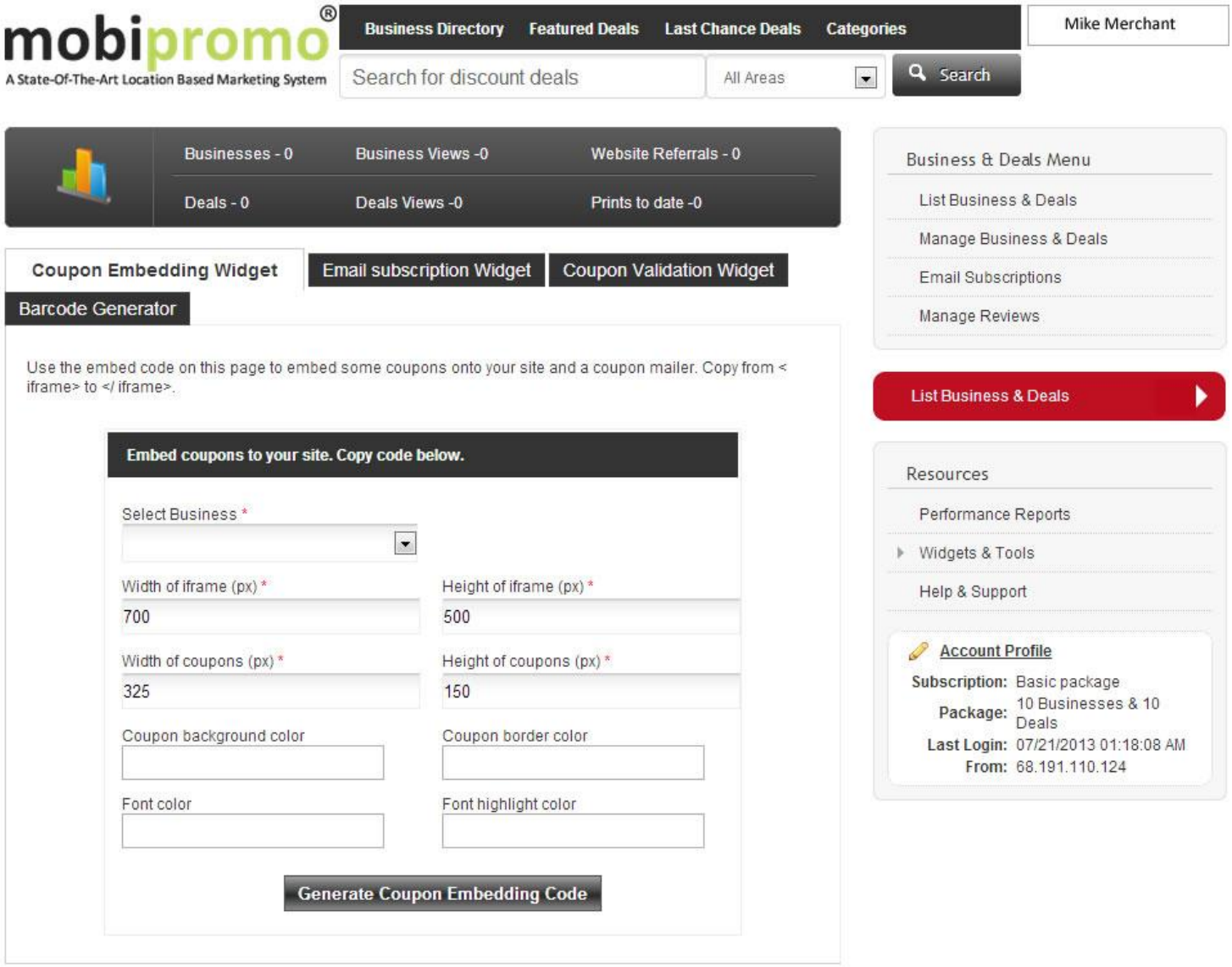
MERCHANT PORTAL PROFILE UPDATE – PAYMENT HISTORY

Merchant payment history provides merchants up-to-date information about their subscription and a timeframe for which to request tax invoices if required.

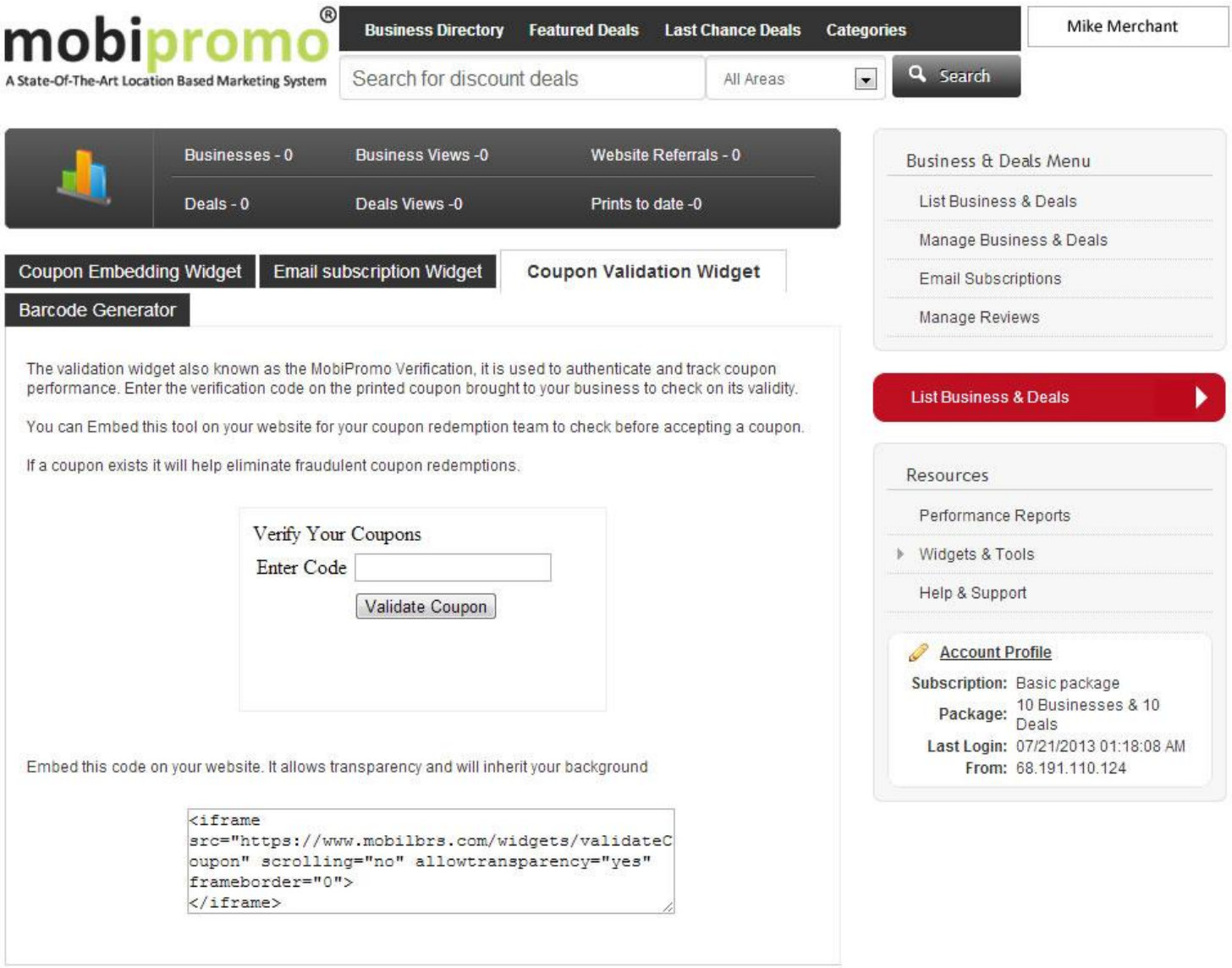
Tax invoices should be available from the merchant payment processor as a part of the services they provide.



MERCHANT PORTAL –WIDGETS & TOOLS UPDATE



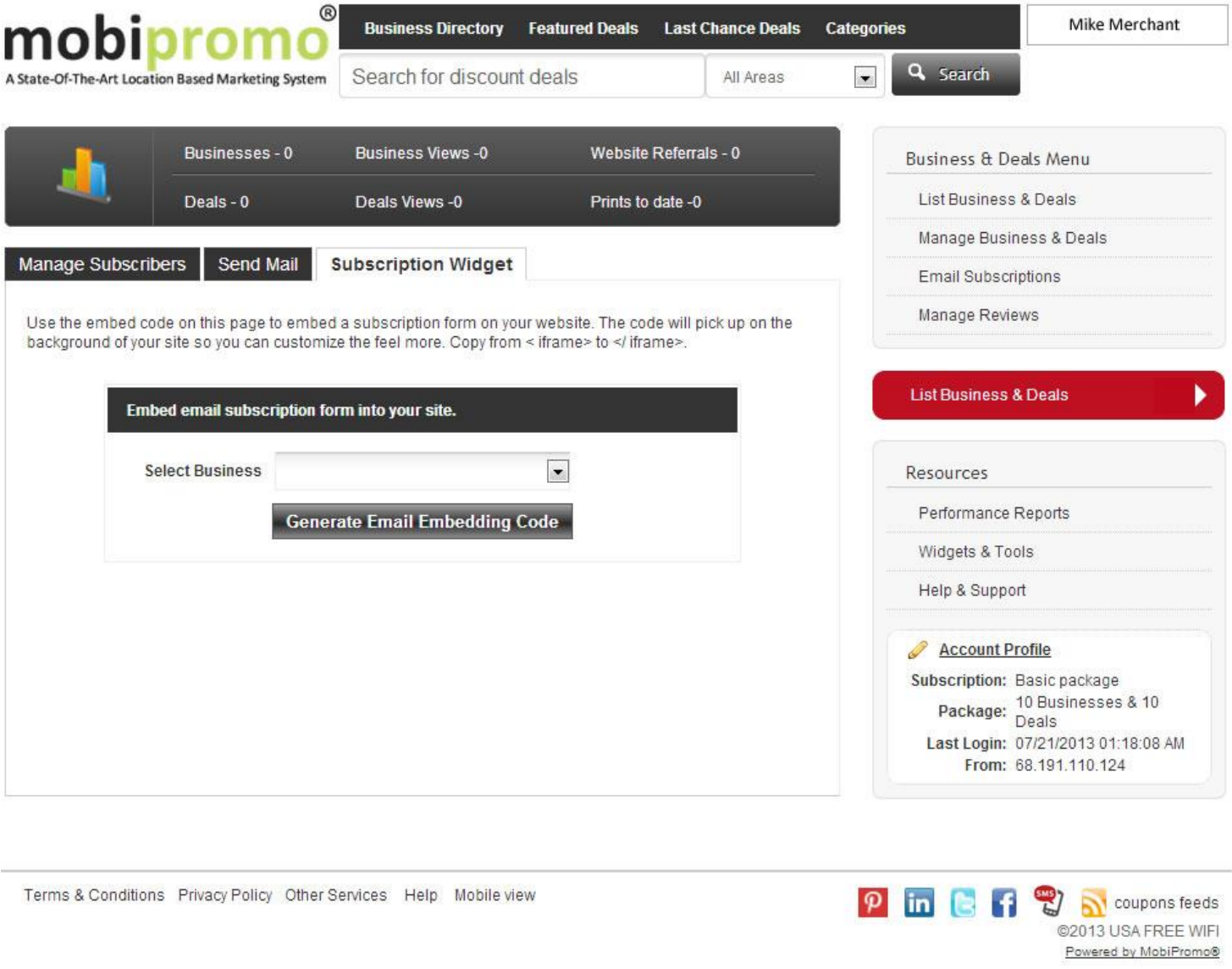
MERCHANT PORTAL –WIDGETS & TOOLS UPDATE


mobipromo
A State-Of-The-Art Location Based Marketing System
Business Directory
Featured Deals
Last Chance Deals
Categories
Mike Merchant
Search for discount deals
All Areas
Search
Businesses - 0
Business Views -0
Website Referrals - 0
Deals - 0
Deals Views -0
Prints to date -0
Coupon Embedding Widget
Email subscription Widget
Coupon Validation Widget
Barcode Generator
The validation widget also known as the MobiPromo Verification, it is used to authenticate and track coupon performance. Enter the verification code on the printed coupon brought to your business to check on its validity.
You can Embed this tool on your website for your coupon redemption team to check before accepting a coupon.
If a coupon exists it will help eliminate fraudulent coupon redemptions.
Verify Your Coupons
Enter Code
Validate Coupon
Embed this code on your website. It allows transparency and will inherit your background
<iframe
src="https://www.mobilbrs.com/widgets/validateC
oupon" scrolling="no" allowtransparency="yes"
frameborder="0">
</iframe>
Business & Deals Menu
List Business & Deals
Manage Business & Deals
Email Subscriptions
Manage Reviews
List Business & Deals
Resources
Performance Reports
Widgets & Tools
Help & Support
Account Profile
Subscription: Basic package
Package: 10 Businesses & 10 Deals
Last Login: 07/21/2013 01:18:08 AM
From: 68.191.110.124

MERCHANT EMAIL SUBSCRIPTION WIDGET

The email subscription widget provides merchants a fast and simple way to aggregate a mailing list from the web properties.

By placing, the system generated unique code for each business on their website; subscribers are opted in to the merchant's mailing list.



SECTION NOTES

MEDIA BROKER/AFFILIATE PLATFORM

Detailed in separate User manual.

We are continuously researching new and better ways to improve our products and services. Therefore, we reserve the right to make any upgrades, modifications, changes, new additions, or deletions at any time.

MobiPromo software and Zero firmware architectures and technologies are designed by William Tait for Mobile Network Marketing Corporation. No liabilities accepted for fitness of purpose or specific income.

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mobipromo®

A State-Of-The-Art Location Based Marketing System

Version 3.0

V 3.0 SUPPLEMENTAL ADMIN MANUAL

…add a Zero to your bottomline®

System Administration User Manual V3.0 English

MobiPromo® Version 3.0 Supplemental Manual

August 1, 2013
System Additions

Contents

Version 3.0 ADDITIONS

MOBIPROMO ADDITIONS OVERVIEW
NEW – MOBIADLOGIC™ - AD LOGIC AND FAILOVER SYSTEM
NEW - SELF-PROMOTIONAL ADVERTISEMENT SYSTEM
NEW - SYSTEM LOOK & FEEL - BACKGROUND IMAGES
REVISED - EMAIL ARCHIVES - REUSE
REVISED - LISTING CATEGORY TYPES

MOBIPROMO ADDITIONS OVERVIEW

A number of system additions have been under development however incomplete at the time of producing the Administration Manual. This Supplemental Manual details those technologies and system additions.

MOBIADLOGIC™ - AD LOGIC AND DEFAULT ADVERTISEMENT SYSTEM

MobiPromo now includes a new advanced contextual ad logic daemon we named MobiAdLogic™

What is MobiAdLogic?

MobiAdLogic is a persistent background process that monitors, evaluates, and records consumer behaviour, then correlates and serves matching advertisements from merchant advertisements on a MobiPromo free Wi-Fi proximity-marketing network.

MobiAdLogic is both hardware firmware and server side software. 2013 Model devices will automatically update their firmware to be compliant with MobiAdLogic requirements.

How does MobiAdLogic work?

MobiAdLogic analyses in real time, every webpage served to consumers through our Zero free Wi-Fi proximity marketing devices.

Webpage content is stripped of all programming code and content filtered, removing any common or banned words.

The remaining content is then evaluated and weighed. Multiple occurrences of content keywords are scored commensurate with the number of instances found on a page.

The MobiAdLogic algorithms then match the highest scoring keywords with Category keywords within MobiPromo.

Based on the success of that match, a corresponding advertisement is either injected or replaced onto the page the shopper is viewing.

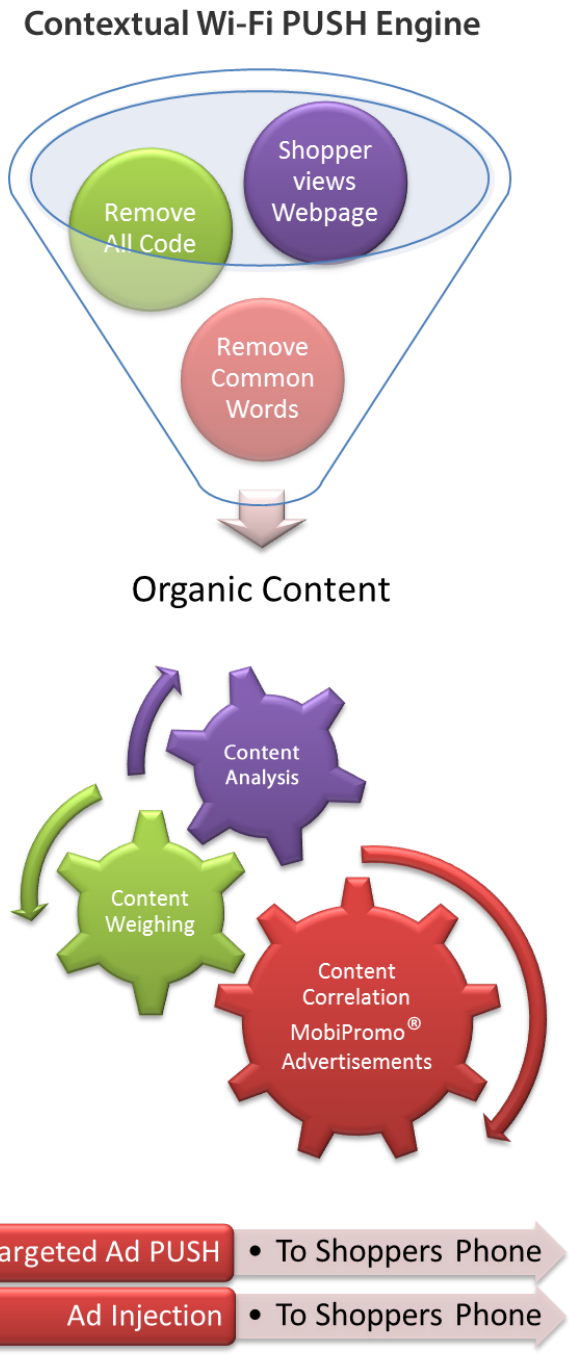
MobiAdLogic evaluates and delivers advertisements in a seamless stream, which is undetectable to end users.

MobiAdLogic produces detailed analytical reports showing the top 100 keywords for each category. Additionally, a proactive keyword watchdog monitor scrutinizes consumer behaviour and reports on popular keywords that are not currently in the system.

This informational insight not only helps to improve matched results, to better target advertisements, but also has the potential to undoubtedly identify consumer demand and business opportunities within specific geo-fenced markets.

The following info-graphic describes the MobiAdLogic process.

MobiAdLogic™ Contextual Engine



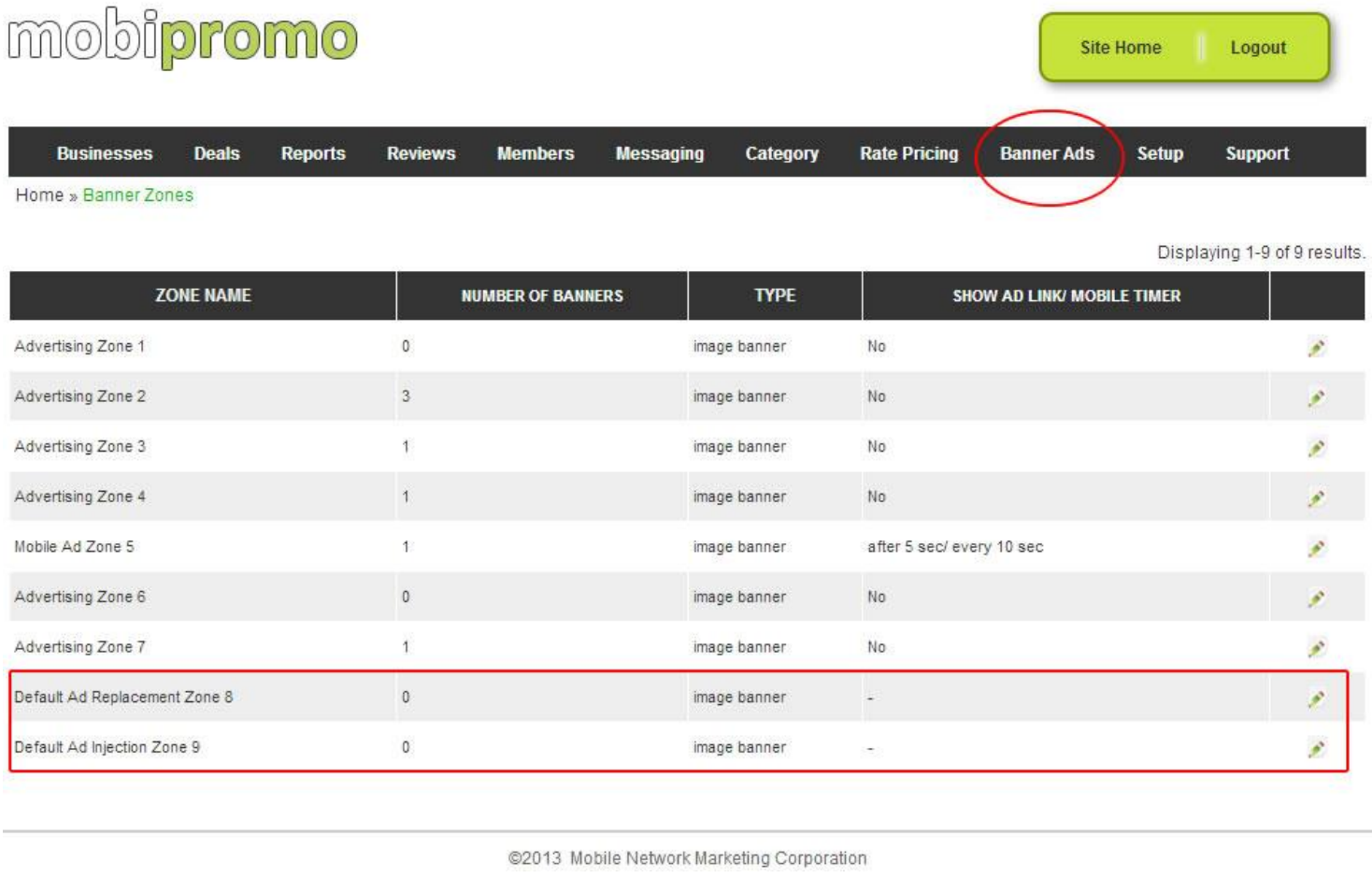
DEFAULT FAILOVER SYSTEM

MobiAdLogic includes a failover system that activates when a shopper receives an Error page such as a 404 error, invalid URL, a page without readable content, or if MobiAdLogic cannot match and serve a related advertisement from a local merchant on MobiPromo.

The failover system then engages a default self-promotion system that serves default advertisements that are linked to the MobiPromo system homepage.

The combination of MobiAdLogic and the Failover system maximizes every business opportunity by making every consumer page view count.

DEFAULT ADVERTISEMENT ZONE MANAGEMENT

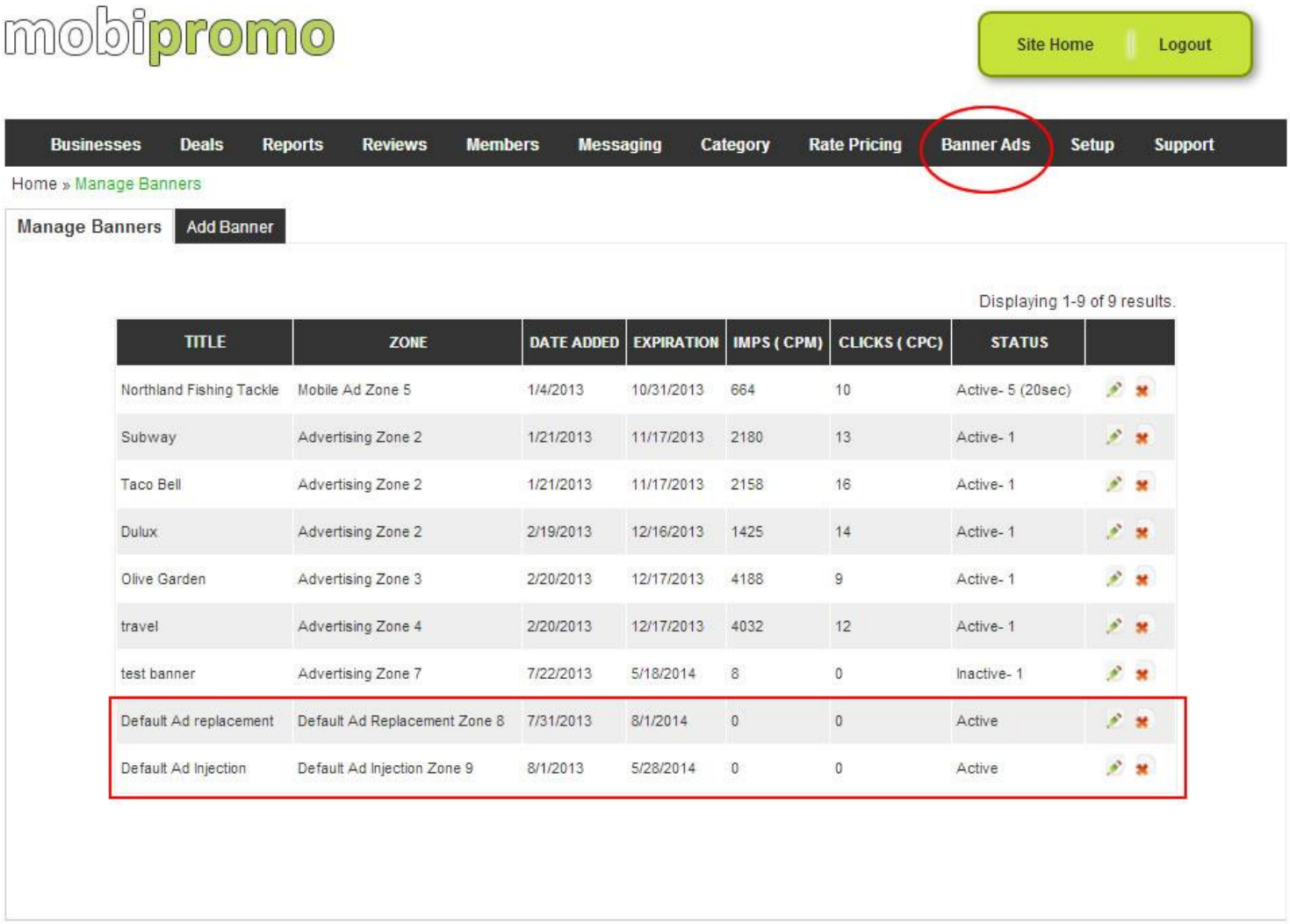


If default advertisements are not uploaded a linked warning message on the Admin, homepage will display.

Attention: No default Ad Replacement or Ad Injection banners have been configured.

Default banner telemetry statistics are available from the Manage Banners page.

DEFAULT ADVERTISEMENT BANNER MANAGEMENT

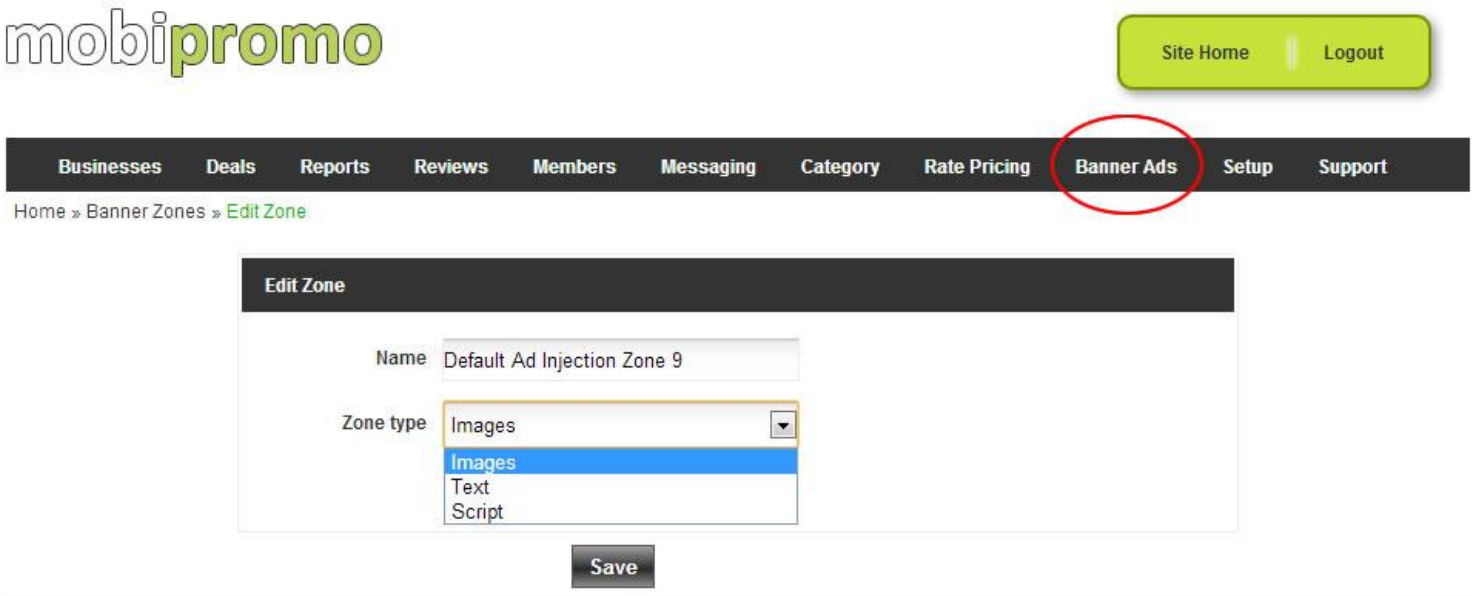


TITLE	ZONE	DATE ADDED	EXPIRATION	IMPS (CPM)	CLICKS (CPC)	STATUS	
Northland Fishing Tackle	Mobile Ad Zone 5	1/4/2013	10/31/2013	664	10	Active- 5 (20sec)	
Subway	Advertising Zone 2	1/21/2013	11/17/2013	2180	13	Active- 1	
Taco Bell	Advertising Zone 2	1/21/2013	11/17/2013	2158	16	Active- 1	
Dulux	Advertising Zone 2	2/19/2013	12/16/2013	1425	14	Active- 1	
Olive Garden	Advertising Zone 3	2/20/2013	12/17/2013	4188	9	Active- 1	
travel	Advertising Zone 4	2/20/2013	12/17/2013	4032	12	Active- 1	
test banner	Advertising Zone 7	7/22/2013	5/18/2014	8	0	Inactive- 1	
Default Ad replacement	Default Ad Replacement Zone 8	7/31/2013	8/1/2014	0	0	Active	
Default Ad Injection	Default Ad Injection Zone 9	8/1/2013	5/28/2014	0	0	Active	

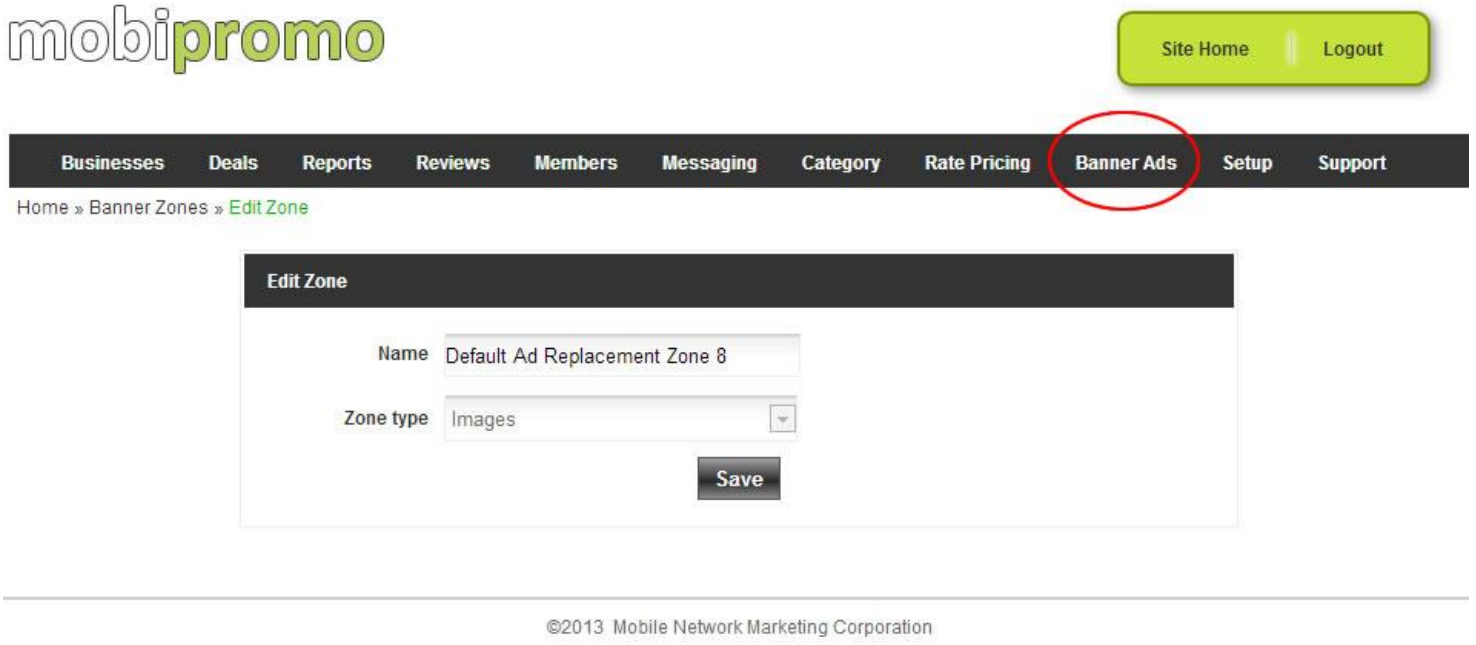
DEFAULT AD INJECTION & AD REPLACEMENT ZONE SETUP

Default Ad Injections can be an Image, Text, or a Script; however, bear in mind only certain types of scripts will function with Mobile phones. For example, an Adobe Flash presentation would only display on the very latest phones and then only if the correct Flash file format was used.

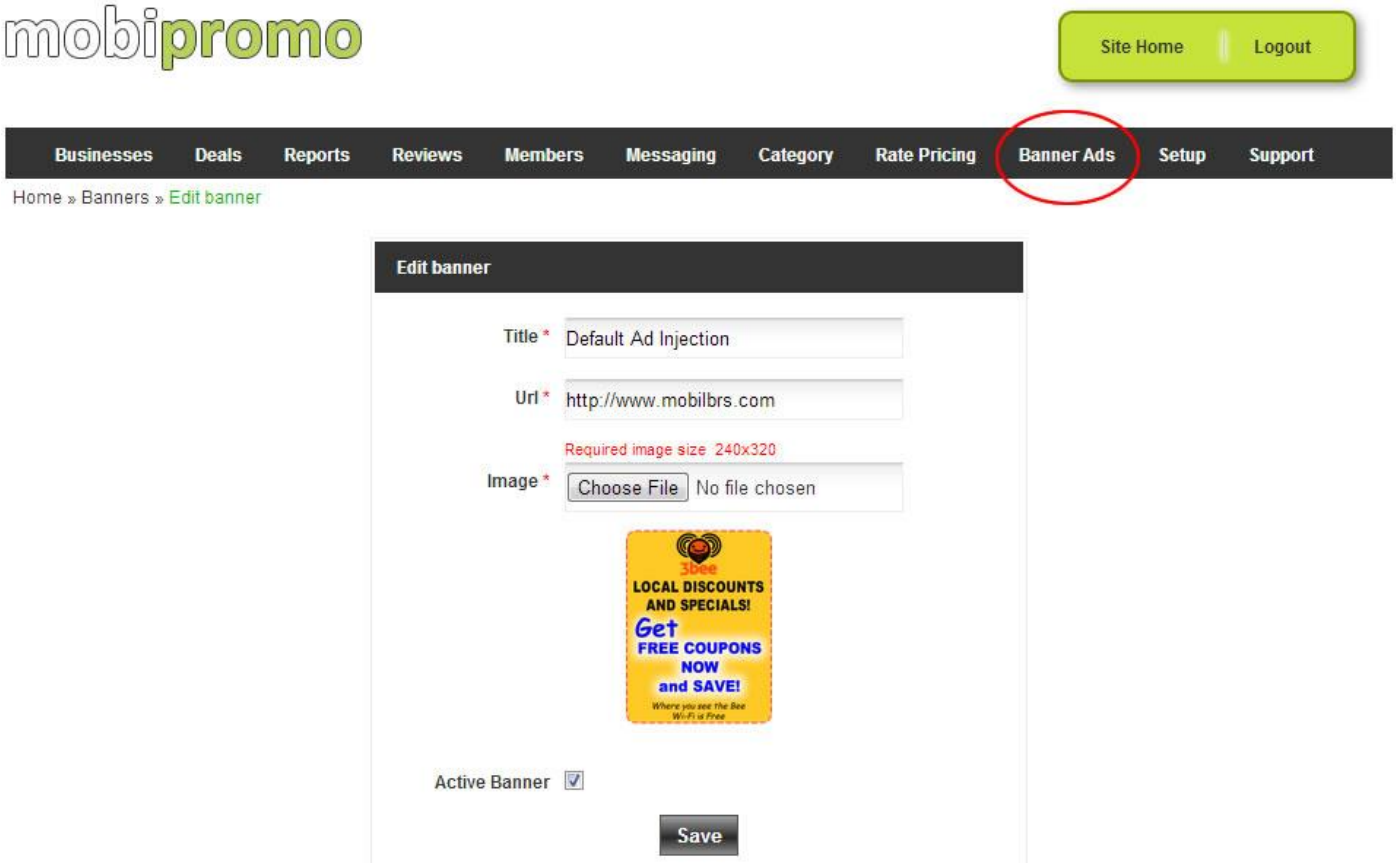
Images must be 240x320 pixels and Jpeg, Gif, or PNG file format. Image weight should be optimized.



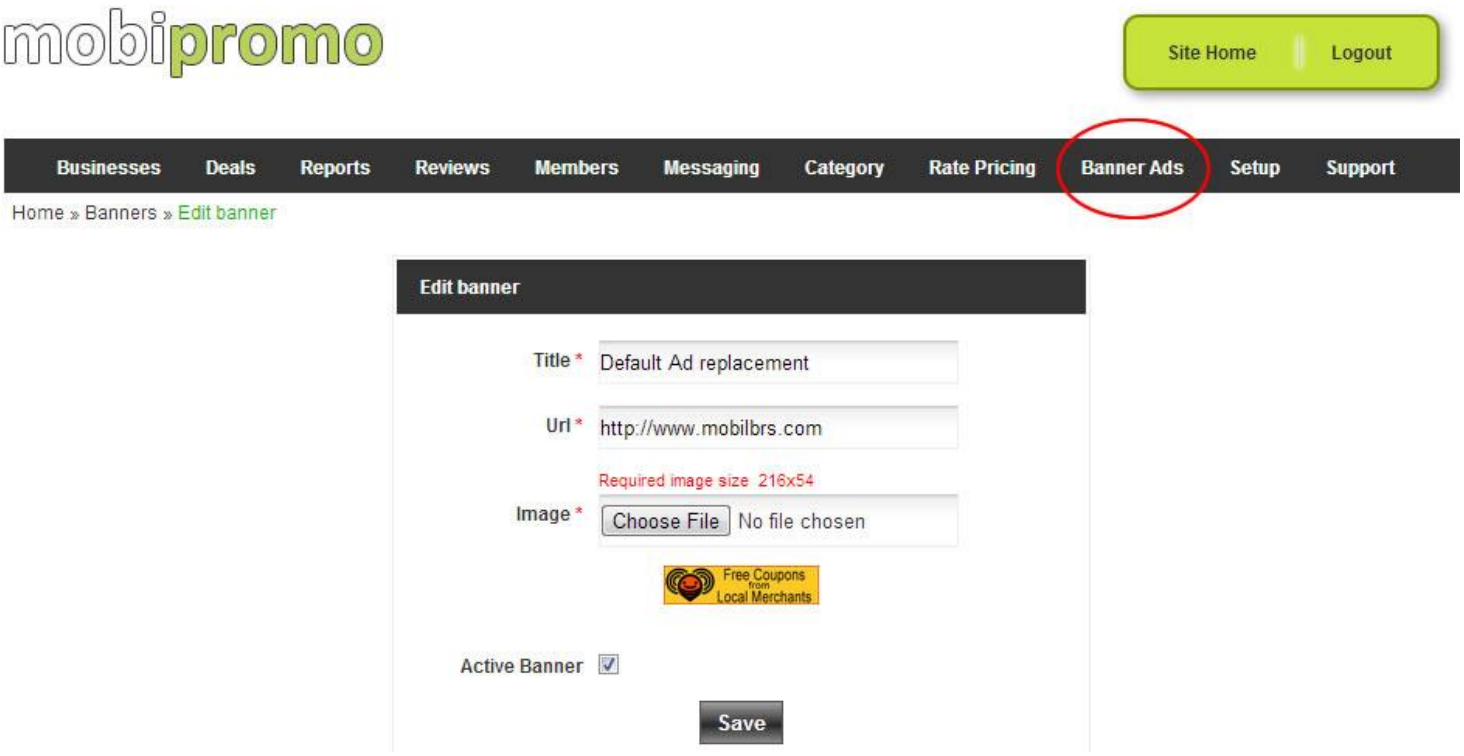
Default Ad Replacement is restricted to Image only. Images must be 216x54 pixels and Jpeg, Gif, or PNG file format. Image weight should be optimized.



EDIT DEFAULT AD INJECTION IMAGE

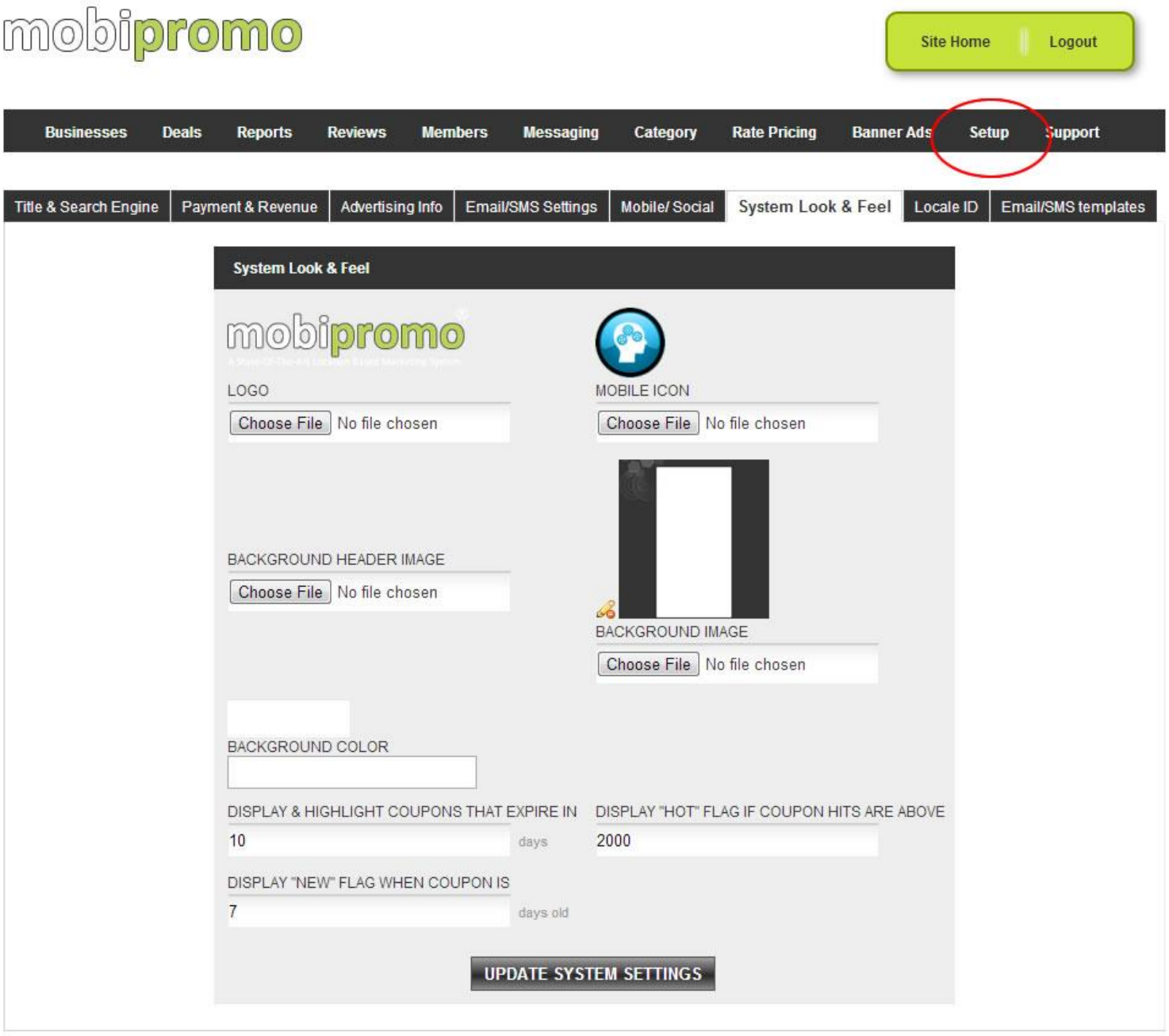


EDIT DEFAULT AD REPLACEMENT IMAGE



BACKGROUND IMAGES

Background images have now been enabled. Optimized images are recommended.



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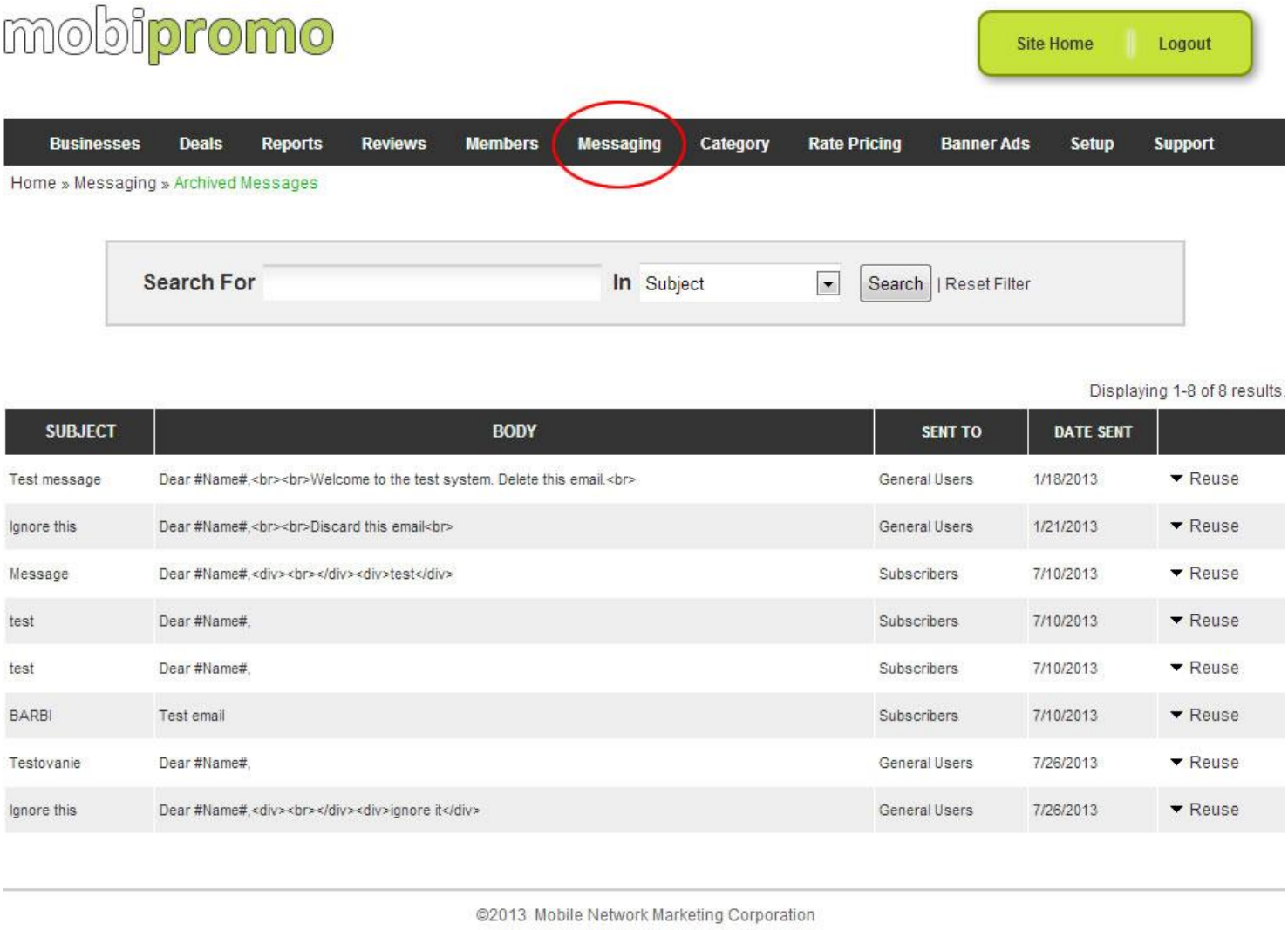
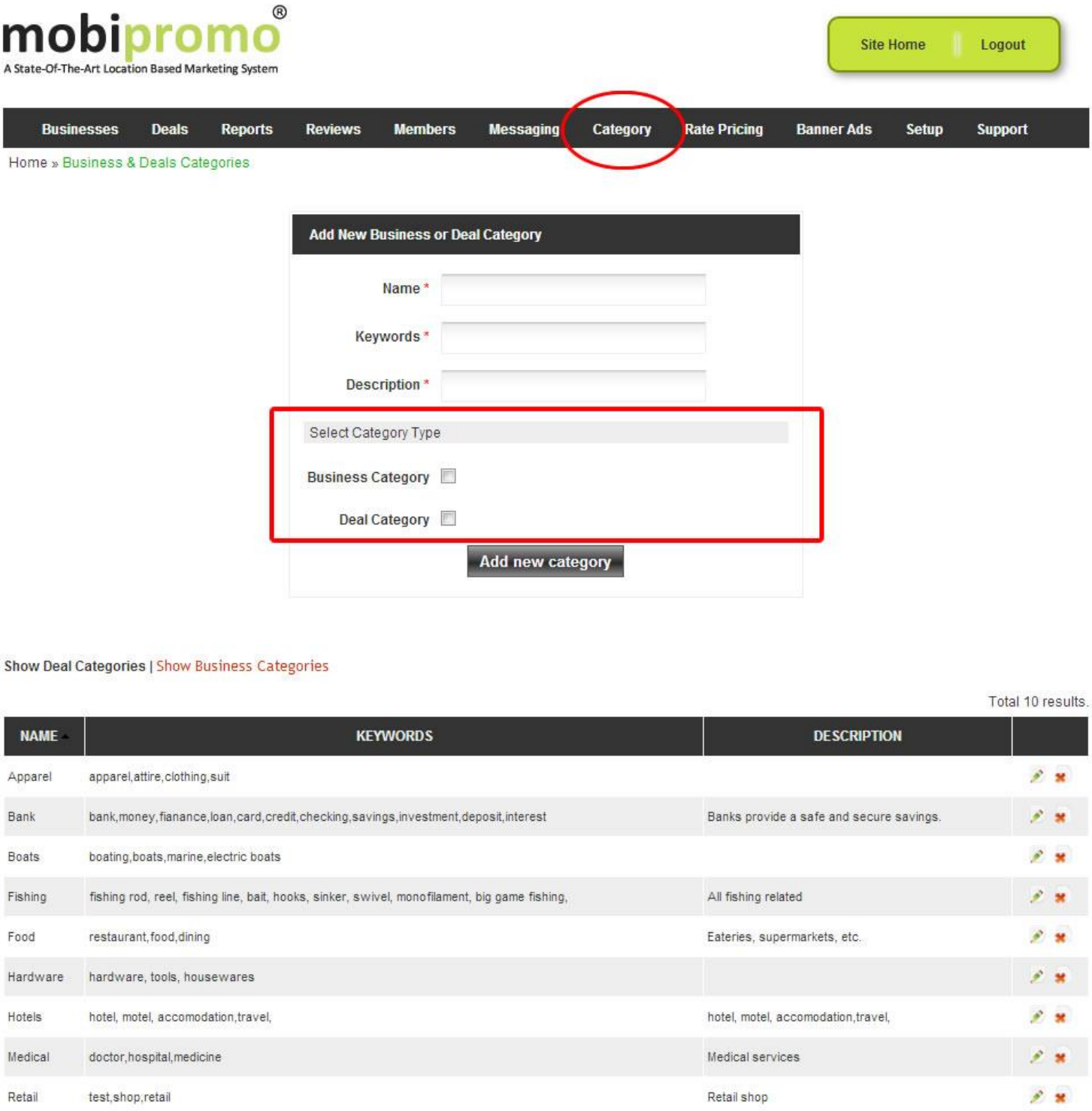
EMAIL ARCHIVES – REUSE

Email achieve now allows previously sent emails and newsletters to be reused.



LISTING CATEGORY TYPES

Category listing has been modified to allow simultaneous listing of a Business and Deal Category.



NAME	KEYWORDS	DESCRIPTION
Apparel	apparel,attire,clothing,suit	
Bank	bank,money,fianance,loan,card,credit,checking,savings,investment,deposit,interest	Banks provide a safe and secure savings.
Boats	boating,boats,marine,electric boats	
Fishing	fishing rod, reel, fishing line, bait, hooks, sinker, swivel, monofilament, big game fishing,	All fishing related
Food	restaurant,food,dining	Eateries, supermarkets, etc.
Hardware	hardware, tools, housewares	
Hotels	hotel, motel, accomodation,travel,	hotel, motel, accomodation,travel,
Medical	doctor,hospital,medicine	Medical services
Retail	test,shop,retail	Retail shop